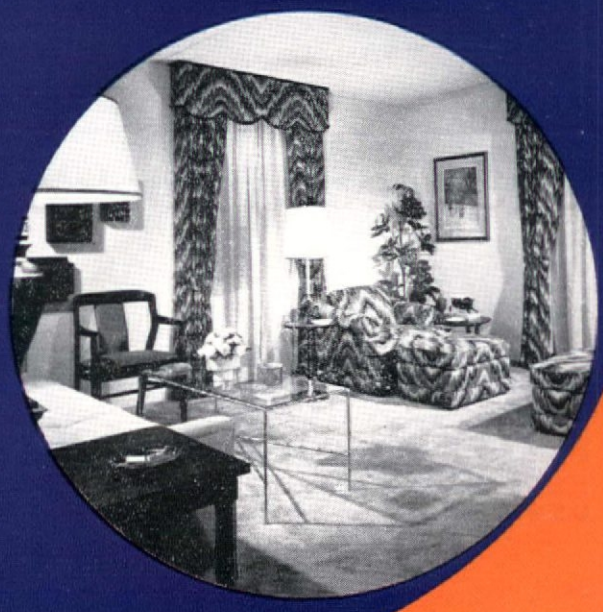
CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING



OCTOBER 1966

NATIONAL HOTEL EXPOSITION / INTERIOR ARCHITECTURE: RAILINGS & RAIL SYSTEMS

Naugahyde® can give you the blues...



or 38 reds to tickle you pink.

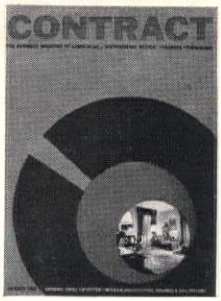
UNIROYAL
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Coated Fabrics Dept., U.S. Rubber Co., Mishawaka, Indiana

Naugahyde®
THE FINEST IN VINYL FABRIC

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Circle No. 2 on product information card →



The Cover

A glimpse of the 1967 edition of Rooms of Tomorrow, major display at the National Hotel & Motel Exposition, Nov. 7-10. See show coverage beginning on page 75. Cover design by Bert Lester.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VII, No. 10 **OCTOBER, 1966**

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

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COMING IN CONTRACT

NOVEMBER—Fabrics in the contract market, a summary of new collections. A portfolio of new Shops and Stores. Plus—reports on Contract Seminar of the National Design Center; Institute of Business Designers Symposium, scheduled during NSOEA week in Chicago.

DECEMBER—Wallcoverings—an historical review by William Justema, plus a market report on new materials and styles available for commercial/institutional use.

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A top quality product designed for residential or industrial use in meeting rooms, schools, libraries, clubs, colleges, churches, auditoriums, hospitals, restaurants, airport waiting rooms, banks, government offices and office buildings.

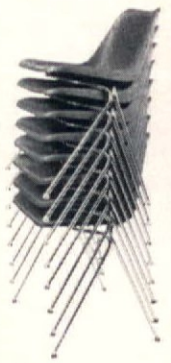
Injection molded Polypropylene sr 2™. Will not chip, craze or crack. Textured finish looks like fabric. Stainproof. Can be washed with detergent and water. Three standard colors: light grey, charcoal grey and orange-red. Special colors to order.

Legs 14 gauge welded steel tubing mirror-chrome or black vinyl finish. Black vinyl finish recommended for outdoor use in sun, rain, or ocean spray. Unbreakable self-adjusting white plastic ball-and-socket glides.





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with or without casters,
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FESTIVAL



Circle No. 5 on product information card

GSA open to distributors

Dear Sir: We have assumed that furniture manufacturers bid directly on all GSA invitations. Therefore, it has been our policy not to bid on Federal or State invitations sent to us, especially those consisting of large quantities. We would like your advice or opinion about this.

Reading your Washington Report column monthly is quite informative. We absorb its contents and know you are well qualified to render an opinion.

HARRY N. NESTLER
Harry N. Nestler, Interiors
Jacksonville, Fla.

Dear Mr. Nestler: You are indeed able to bid on Federal contracts. But it is not smooth going.

First, you should be on the bidder's mailing list for the items you are interested in, to receive bids. The Atlanta regional office of General Services Administration can send you a mailing list application, and go through the details with you.

The biggest thing to be aware of is that you and not your supplier would be responsible for any contract. You would have to have the manufacturer tied down—you would need a letter of authority from the supplier stating you are his authorized sales representative.

The definite quantity rather than open-end invitations would be the ones you're interested in. If you were low bidder, GSA would then check the plant that would be supplying the item, both before the contract and during the run. The inspector, from the quality control division of GSA, would check necessary production abilities and personnel. GSA would also require a pre-production sample to see if the item qualifies.

If for any reason the contract is not fulfilled, you would be responsible. GSA would look to you to make up any deficiencies if the contract had to be re-let.

You could, also, be the low bidder and not obtain the contract, for such reasons as the plant not being approved, or other factors.

But nothing in the regulations precludes you, in the distribution end of the business, from competing with manufacturers in the field of government procurement.—A. G.



Circle No. 6 on product information card

Shades of the snake pit!

Dear Sir: Strange that Klingenstein Clinic ("Planning the Psychiatric Clinic," by Emily Malino, August) insist its patients wear pajamas and robes as a reminder they are still ill—strange because of the modern approach in planning the interiors.

CHARLES MAWN
New York City

Excellent comments

Dear Sir: Thanks for the great coverage in the July issue of CONTRACT. We are always pleased when we can get our space planning efforts in a national magazine. Your comments on the Bissell space were excellent.

KENNETH D. LOVE
Peter Muller-Munk Assoc.
Pittsburgh

Circle No. 30 on product information card



There's a Taverne in the Town . . . and Astra Chairs

What you see in Rohde's attractive Taverne Bar, Madison, Wisconsin, are no ordinary chairs and bar stools. These are Astra chairs — spacious, heavy and handsome — sturdily built from solid northern hard rock maple — hand-pegged, hand-wedged, steel-pinned to give them ruggedness beyond compare. Astra has been making a whole fleet of Early American styles since 1905 — including Admiral's, Captain's, Mate's, Commodore's, Mariner's, Pilot's and others. Many are still in use after 25 years. If you're interested in replacements, or are planning a new installation, see our brochure. Besides adding new styles, we've even improved some of our old favorites.

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OUR WASHINGTON REPORT:

- **More traffic on Interstate Systems**
- **Knoll and the FTC ruling**

A toast to the nation's motorists—Lord love 'em—and motels bless them, with contract executives not far behind in the benediction. The reason is simple and multitudinous—there are so many of them. This year, somewhere around mid-spring, the number of motor vehicle operators' licenses in force passed 100 million. And where there are so many motorists, can another motel be far around the bend, or distant from the next interchange? Better than half the licenses are accounted for by nine states. California has 10 million; New York, 7½ million; Pennsylvania, Illinois, Ohio and Texas, each over 5 million; Michigan, 4 million; Florida and New Jersey, more than 3 million each.

This year marks a decade since passage of the Federal-Aid Highway Act of 1956. More than half of the 41,000 miles of the contemplated Interstate System are now open, and some phase of work is going on for just about all the rest.

Contract Competition Case

Interior designers and furniture retailers are in competition. This finding is news—even if it is no novelty to the businessmen concerned. Its reverberations sound through a Federal Trade Commission case. FTC, in a 4-1 decision, orders Knoll Associates, Inc., New York City modern furniture producer, to stop price discriminations between competing resellers of its merchandise. The commission held that Knoll granted some resellers a 50 percent discount from list price, and others 40 percent. These discriminations could substantially injure competition between them, FTC said.

In this phase of the case the issue was relatively simple. (The hard nub of the case centered on disclosure of documents by a disgruntled employee of an agent.) Knoll did not deny that it discriminated and that some of these discriminations would have adverse effects on competition. But it did argue that the FTC examiner erred in finding competition between designers and retailers in resale of Knoll furniture, and in finding injury to such competition as a result of the price discriminations.

Knoll contended that designers and retailers are in different types of business and "do not operate in the same arena of the market place." It presented evidence to show that designers perform services that dealers don't, ordinarily, and that many designers unlike retailers are paid not as a percentage of the cost of the furniture, or get a fee regardless of whether they are used to procure the furniture; while retailers perform a classic retail function—purchase at wholesale, maintain a stock, display the goods, advertise it, sell at retail.

FTC pointed out previous cases which held that the fact that a seller's favored and non-favored customers normally don't perform the same redistribution function doesn't bar a finding of competition; and competition may exist even though there is a great dissimilarity in the way businesses are conducted.

In this case, however, there is a clear showing, says FTC, that "there is an extensive area in which designers and dealers compete by offering the same products and services to the same general class of customers." The evidence is "overwhelming," it says. Testimony by manufacturers and designers establishes that "many designers buy and sell furniture." There is also uncontradicted evidence that dealers in each market area offer design services "virtually identical" to those performed by designers.

Knoll also argued that it makes no difference to designers whether they buy at 40 or 50 percent discount. FTC disagrees, and cites testimony from designers that they must remain competitive. "An important area of competition between designers and dealers is in the field of contract or bid business. "It cites testimony that contract bids may go for less than 10 percent above cost, so where one bidder has a 20 percent edge over another, competition is barred.

The argument by Knoll, FTC notes, is not clearcut—it sells to some designers at a lower price than to some competing dealers, the differences are not one-sided; and some firms describe themselves at times as dealers, at times as designers.

Nor does FTC accept the Knoll argument that its lower prices to some customers were granted in good faith to meet competitors' equally low prices. It did not prove this, FTC says. The examiner held that when Knoll felt it would promote the distribution and sale of its furniture, it gave its highest discount to customers who demanded it as a condition for aggressive marketing. Customarily, these favored customers "usually were receiving, coincidentally, the highest discounts granted by Knoll's competitors."

In such a pleading, FTC says, the seller must prove he was responding or reacting to a competitive situation—he must show that the favored customer not only received a lower price from a competing seller but that its price reduction to that customer was made to meet, in good faith, the competitor's equally low price.

FTC held, rather, that Knoll extended its maximum discount not for this reason but to compensate the favored customers for "displaying and promoting Knoll furniture, buying in larger quantities, or simply because the customer demanded a lower price."

Here is how the FTC examiner describes the customer categories — Knoll sells its furniture "to users, to architects, to interior design firms principally engaged in rendering interior design services, to int

CONTI

rior design firms simultaneously engaged in rendering interior design services and in buying and selling furniture to large department stores which carry no Knoll furniture in their inventory, to retail firms engaged almost exclusively in selling office equipment and furniture, to retail furniture stores engaged almost exclusively in selling only furniture and furnishings, to contract houses which specify Knoll furniture in bids submitted in response to written specifications, and to retail outlets that sell Knoll furniture through Knoll catalogs."

Contracts Coming

Contract firms are sharing in the increased flow of Federal contracts these war days. Here are some of the recent invitations to bid, now closed, which give you a sampling of what has been available to firms ready to make the plunge into the Federal pool:

McConnell Air Force Base, Kan.: Fiber glass draw draperies, 1,418 pairs.

General Services Administration, Washington, D.C. —Household furniture, 738 each. Velvet rugs, 1,400 each. Velvet rugs, 500 each. Cast aluminum and steel furniture, 260 each. Wrought iron furniture, 865 each. Danish style modern drawer-type chests, 322 each. Composite metal and wood furniture, 1,550 each. Bedroom, living room and dining room ranch style wood furniture, natural ranch oak finish, 1,120 each. Composite metal and wood furniture, indefinite quantity, Feb. 1, 1967 through Jan. 31, 1968.

Veterans Administration Hospital, Butler, Pa. — Furnish and install 18,590 sq. ft. vinyl asbestos floor tile.

Directorate of Procurement and Production, Defense General Supply Center, Richmond, Va.—Desk light, 864 each. Merchandising display case, light oak, wood frame, wall type, 23 each; also, 15 each. Upright commissary shelving, 12 each. Folding canvas cot, 400,000 each.

GSA, San Francisco—Household rattan furniture.

NASA, Manned Spacecraft Center, Houston—Chairs and tables for cafeteria.

Fitzsimons General Hospital, Denver, Colo. — Theater seats and aisle lights, installed, 1,014 each.

Smithsonian Institution, Washington, D.C.—Gum wood picture frames, 600 each.

GSA, Fort Worth, Tex.—Drapery material, 2,000 lin. yards.

Award Announcements

Fall, winter, summer spring, Federal awards keep coming. Here's the latest dip from the batch:

General Services Administration, San Francisco— Innerspring mattresses, $700 each, $21,210, Kellog Brothers, San Francisco. Removal of existing floor covering and installation of new vinyl asbestos floor tile and related work, U.S. Appraisers Building, San Francisco, $107,101, James A. Smith Co., San Francisco.

Defense General Supply Center, Richmond, Va.— Floor matting, $150,850, American Biltrite Rubber Co., Boston; Woven Hose & Rubber Co., Cambridge, Mass.

D.C. Procurement Office, Washington, D.C.—Library shelving equipment and furniture, $57,392, Walkerbilt Woodwork, Inc., Penn Yan, N.Y. (C)



Circle No. 7 on product information card

SEQUANA—Van Dyke

SAMAR—Gold Dust

MORESQUE—Scarlet

ZANZIBAR—Bittersweet

MODD—Camellia

We promis



WEXFORD—Lantana

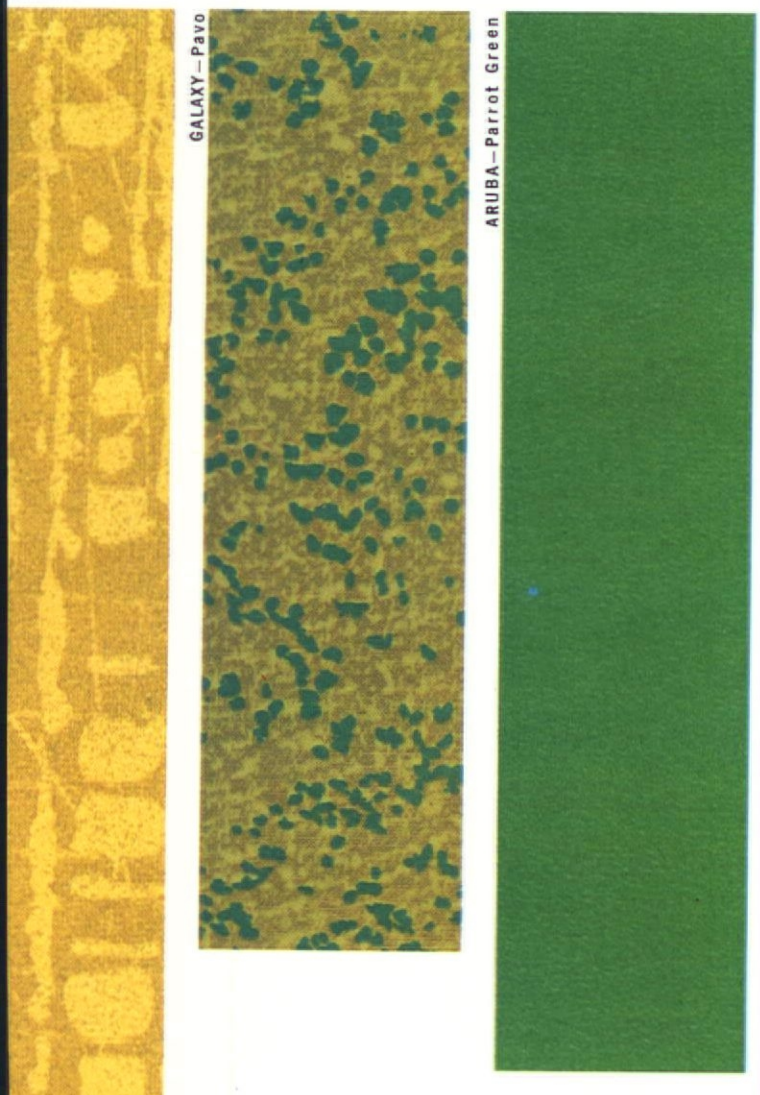
JAIPUR—Cobalt

SAHARA—Delphinium

MARRAKESH—Peacock

We meant it when we promised to bring you exciting designs, creative textures . . . a new dimension in style and color for quality vinyl wallcoverings.

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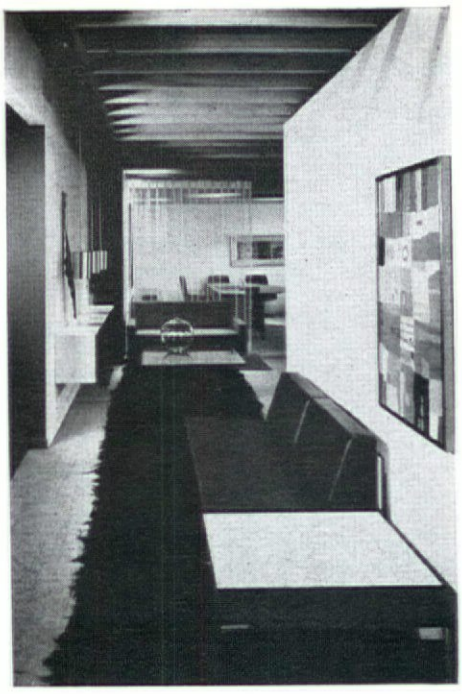
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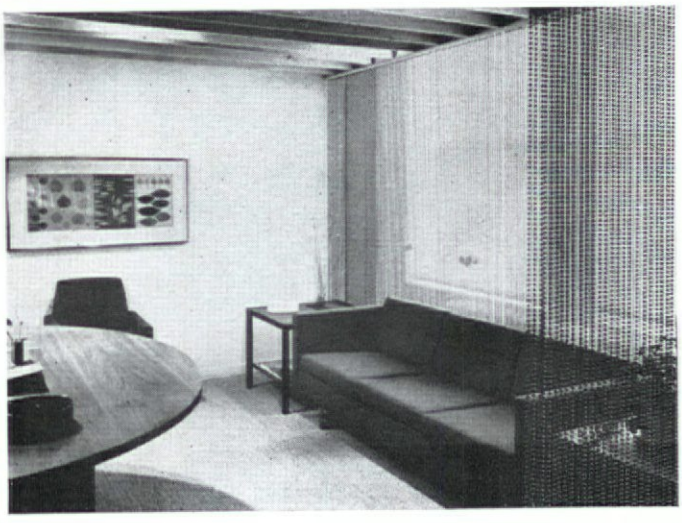


Robert John
New York Showroom

The Robert John Showroom, at 305 East 63 Street, New York City, has a color scheme of white, brown, silver, and beige combining to form a neutral background to highlight the colors of the Robert John fabrics. Typical executive offices are shown with the new 800 and 900 group sofas and the WT wood occasional table groups. The desk lines shown include Ultra 2, the most extensive and versatile of the high-style contemporary office furniture lines; Steelwood, which employs steel and wood; Ultra 5, for executive areas; and Pennwood that introduces oiled oak as a finish. New addition is a large 48 by 9-inch fan-shaped conference desk available in Ultra 5 and 2. Also represented are the company's extensive lines of chairs, glass-topped tables, benches, and planters.



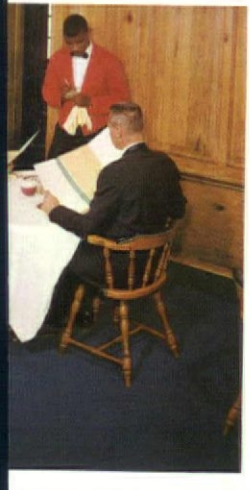


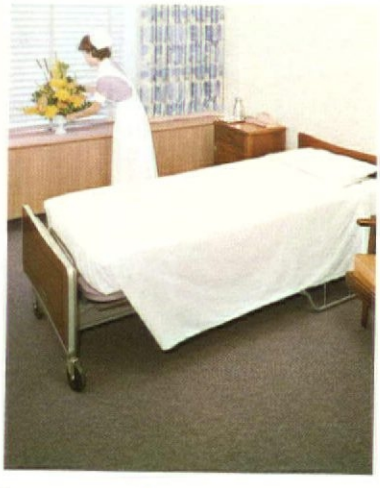




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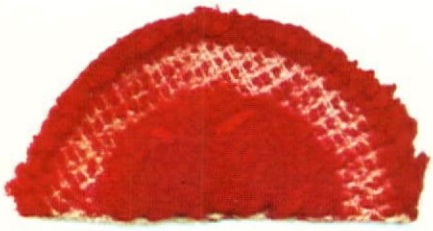
Available in 16 decorator colors

Ozite® TOWN 'N' TERRACE CARPET made with Vectra® OLEFIN FIBER

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Tests prove the superiority of Ozite Town 'N' Terrace Carpet made with Vectra® fiber over floor covering costing twice as much!



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Fadeometer Test



Wool 100 hours

Acrylic 160 hours



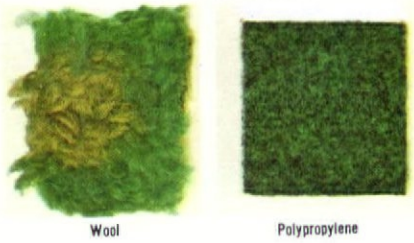
Nylon 100 hours

Polypropylene without stabilizers 216 hours

Polypropylene with stabilizers Over 2,000 hours

Most manufacturers of piece-dyed carpets try for 40 to 60 hours fade resistance. Even stock-dyed carpets strain to reach 200 hours. The special stabilizing chemicals used in the solution-dyed Vectra fiber enables it to resist ultra-violet rays —and permits Ozite to guarantee its carpet to withstand 500 hours of Fadeometer test without discoloration!

Stain Resistance

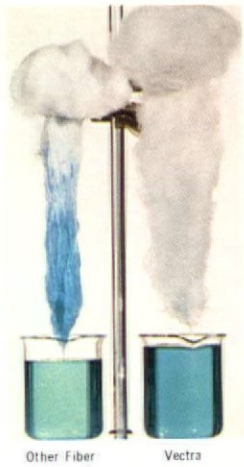


Wool **Polypropylene**

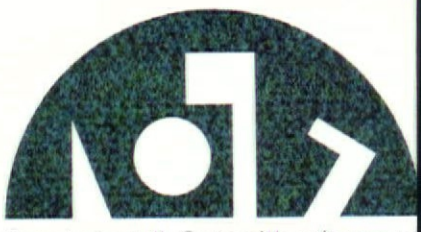
Vectra polypropylene fiber is resistant to most harmful chemicals that tend to bleach and stain competitive products, including most acids, alkalies, salts, solvents, and oxidizing agents. Ozite Town 'N' Terrace Carpet resists spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, mustard, catsup—practically everything, including the accidents of dogs and children. Insects and mildew do not attack polypropylene. Fungus growth is not supported by the fiber itself, won't shrink, rot, or mildew. And it's virtually non-static. Non-allergenic, too.

Competitive carpet fibers absorb moisture to varying degrees, up to 27%.

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And it's a breeze to maintain! Can actually be hosed clean. Simple to patch. Because Vectra fiber is impervious to moisture it can either be scrubbed clean or vacuumed. It dries fast. And patching for cigarette burns (can happen to any carpet you know) is easily done in minutes with a razor blade and leftover pieces—and it won't show!

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Firm _____

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PS changes contract division name

e Contract Division of Carson Pirie ott & Co. has changed its name to ace Planning Services, in a move strengthen its position in the com-ercial/institutional design and fur-shing field. The new division's pri-ary service will be space planning d design, a complete and separate nning, designing, and specifying nction for interior spaces. The sec-



service, whether in conjunction n the first or separately offered be that of furnishings contract- which will center on the pur-sing, expediting, delivery, and in-lation of specified furnishings and ipment. The third service, again in junction with or independent of the , will be supply—sales of stand-zed furnishings and equipment to lar accounts, including major ap-nces, carpeting, and model home ishings to the builder.

ne announcement was made in -September at a dinner for the sion's major suppliers and others the contract industry. C. Virgil tin, president of Carson's, com-ted on Carson's successful eighty-n year record, and Paul Bischoff, sional vice president for SPS, ob-ed that space planning is the "key-e" to the success of all interior ects. In photo above, Martin (left) Bischoff (right) discuss a recent ect with N. V. Armour, V. P.

ies invited for special entation in January

llaboration with the National Sta-ry & Office Equipment Association DEA), CONTRACT Magazine will re a special editorial section "How rica Works" in the January 1967 tory issue. NSOEA and CONTRACT select a series of top-flight offices around the country, present them in the Directory issue, and subsequently reproduce the offices—or portions of them—at NSOEA's show and convention next March in Dallas. NSOEA, in addition to attracting thousands of buyers from among its national membership, is considering opening the "How America Works" exhibit to the public for one day, after the trade show is over. Designers and space planners are urged to submit examples of their work to CONTRACT for publication in the January issue and for three-dimensional reproduction at the show —with full credit to the designers and the manufacturers of the furnishings.

Allied to issue carpet sampler

A quick and easy method of checking carpet qualities produced in Allied Chemical's A.C.E. nylon will be available shortly to architects, designers, and other contract furnishings specifiers. Allied's fibers division will issue a hard-cover sample book containing the complete color line and specifications for each carpet quality manufactured by mills using Allied's nylon and which meet the A.C.E. nylon labeling program specifications. Called A.C.E. Carpet Library, the 8 by 10½ inch sample book will also contain an inquiry card to expedite requests for further information. All inquiries will be referred to individual manufacturers. Mailings of samplers for each of the twenty-one carpets already qualified for the A.C.E. label are expected to begin in January. As new qualities are approved for inclusion in the program, additional mailings will be made. The first A.C.E. carpet



library sampler (see cut) was recently presented to Jack Driscol (left), commercial carpet sales manager for Magee Carpets, by Lee Schilling, contract carpet merchandiser for Allied's fibers division.

Schumacher at the Opera

When the enormous gold stage curtain went up on the premiere performance at the new Metropolitan Opera House at Lincoln Center last month, it crowned a successful 70 years of business for F. Schumacher & Co., which specially wove the approximate one thousand yards of fabric. Identical in quality and construction to the original silk fabric woven for the old Met, the new gold curtain fabric differs only in design, being contemporary in keeping with the decor (see cut). It was specially designed by Harrison & Abramovitz, the Met architect, and adapted by Schumacher for the woven fabric, which is unusual in its vertical repeat of about nine feet. Installation was by General Drapery Services. On the technical side, yarns were flameproofed before woven, giving the fabric a flameproof finish without further treatment.





DFM names officers and expands professional activities

At its 25th annual meeting held on June 7, 1966, the Decorative Furniture Manufacturers Association named a new slate of officers and announced a program of expanded professional activities. Howard Kosier of Lee L. Woodard & Sons was elected president, succeeding Edward Pashayan of Edward Pashayan & Co. Jack Hogan of Wood & Hogan will serve as secretary-treasurer. Other new board members include George Mesberg of Directional

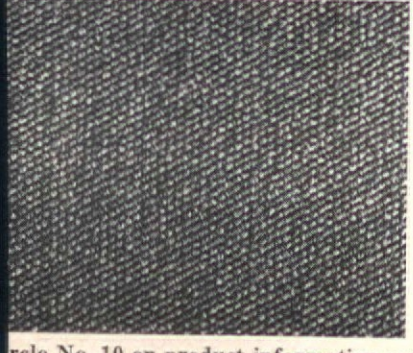
(*Continued on page* 19)


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Where there are people around,

Lobbies don't need carpeting. Guests do. More gracious welcome. Fewer accidents. More-like-home atmosphere that comes with "Nyl Craft" by Magee. Because "Nyl Craft" is made with 100% A.C.E.(TM) nylon—Allied Chemical Engineered. This continuous filament nylon is specially engineered for commercial conditions. Wear-tested to take constant traffic in its stride. Because it shuns spots and stains, daily vacuuming keeps it brilliant. Maintenance costs are lower! For free booklet, call (212) HA 2-7300, Ext. 444, or write: Allied Chemical Corporation, Fibers Division, Allied Chemical Tower, No. 1 Times Square, N.Y., N.Y. 10036.

put Magee carpet down.



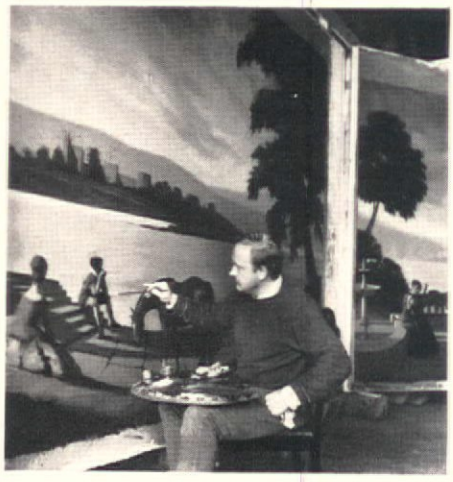
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Showrooms, Inc., Robert Rothschild of John Widdicomb Co., J. Mason Read of Kittinger Co., and Kenneth Thiel of Jacques Bodart, Inc.

In accepting the office, president Kosier proposed a program of professional activities to encourage a free exchange of ideas and open discussion of mutual problems among the membership, including a series of forums in which representatives of various relevant fields would be invited to discuss their services with DFM members. In line with the forum series, Lawrence Lerner of Saphier, Lerner, Schindler, national design and space planning firm addressed the group as guest speaker at the DFM luncheon on September 7.

Bit of Charleston in Chicago

Working with Charleston, S.C., historical societies, Robert Steffel Interiors,



Inc., brings a bit of warm Southern hospitality to the windy shores of Chicago through the renovation program of the famous Camellia House restaurant of the Drake Hotel. Taking on a new identity—that of the gracious Charlestonian era—the Camellia House will be completed late this month. For the restaurant's Regency Room, Steffel commissioned artist J. Nelson Shanks to execute eleven-foot-high scenic panels (see cut), neo-classic in manner to complement the room's hand-carved column woodwork and superb Adams mantel. To enhance the romantic flavor, Steffel will use damask draperies, velvet upholstery, and early 19th century colors.

NAFM considering contract unit

A new division devoted to contract furniture is being considered by the National Association of Furniture Manufacturers, the group revealed last month at its equipment and woodworking fair in Louisville, Ky. Reason for the new division, according to John Snow, NAFM vice president, is the increasing activity of regular household furniture makers in the commercial/institutional field. Snow told an NAFM dinner meeting that the association hoped to compile statistics on the contract market for members operating in that area, just as NAFM does now for various segments of the furniture industry serving the residential market. These are now issued to manufacturer members every month, providing data on orders, shipments, backlog, average work week, etc., as compared with figures for the previous year.

U of Pa. conducts flooring study

"Manufacturers of the various flooring materials have not only advertised the beauty and durability of their products, but also their associated costs. In the past few years there have been a number of conflicting claims as to the total annual use costs of carpet and resilient flooring. These reports have naturally come from a variety of sources, and the conclusions tend to reflect the source. We have undertaken the task of evaluating objectively the question of the economics of carpet and resilient flooring."

So stated Dr. George M. Parks, assistant professor of industry and operations research at the University of Pennsylvania, Philadelphia, in the introduction to his newly published book, *The Economics of Carpeting and Resilient Flooring: An Evaluation & Comparison* (University of Pennsylvania Press: $2.50 clothbound, $1.50 paperbound).

After extensive surveys, time and motion studies, equations, charts, tables, cost comparisons, graphs, and appendices, the study team stated that the annual cost of carpet per thousand square feet to be significantly more than the annual cost of resilient floors. The researchers found the dollar difference constant between carpet and resilient flooring in such areas as cost of maintenance labor, expendable supplies, and capital equipment. They said the big difference showed up when comparisons were made in the initial

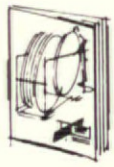
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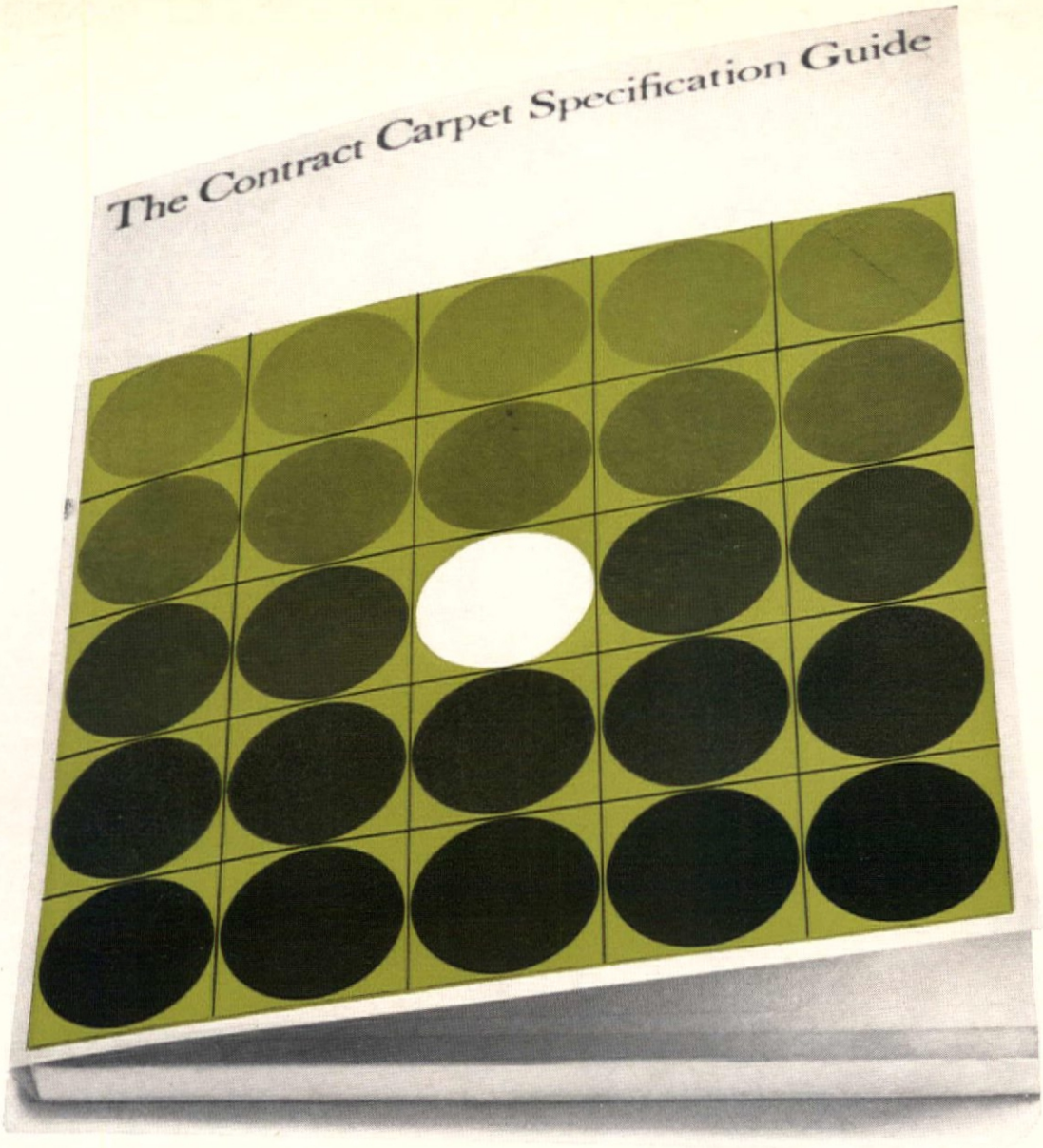
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costs and service lives of the two flooring materials.

Prof. Herbert R. Northrup, chairman of the department of industry, Wharton School of Finance & Commerce of the University, told a packed gathering of trade reporters and interested observers at a recent press conference that they "never imagined anything publishable would result when the study was undertaken. We just hoped to develop modest cases for internal class use."

New assignments . . .

I.S.D. Inc., Chicago, has received the first interior design assignment in the 100-story John Hancock Center in Chicago. Still under construction, the building is expected to be completed by October 1968. Post-Keyes-Gardner, Inc., advertising agency, has signed a long-term lease for the 35th and 36th floors, making it the Center's first major office tenant. I.S.D. will include design for private screening facilities via coaxial cable from the building's TV station transmitters, a theater, a computer center, and offices and conference rooms. . . . Sherburne Associates, New York City, has received a contract from Western Union for the first phase of a new long-range program to modernize its public offices throughout the country, ridding Western Union of its box-like counters, sturdy oak furniture, glass-topped writing desks, and pencils on a chain. The plan is to develop a standardized, modular office design plan to serve as a guide in renovating old offices and building new ones. Sherburne's modular design approach will be first applied to two prototype branch offices, one in New York City, the other in Newark, N.J., from which a manual of design specifications will be prepared by Sherburne for use in the nationwide renovation program. . . . Graphicus/Dimensional Design, Beverly Hills, is completing final work on the interior design and furnishing of offices for American Investment Counseling Co., in the Tishman Building in Los Angeles. . . . Howell Design Corporation, New York, has been retained to design a new store for Nee Dell Shoes, Summit, N..J, in collaboration with architect Kuhn & Drake. Another Howell Design project is for the Jewish Community Center, Teaneck, N.J. . . . Tom Lee Ltd., New York City, has just completed a new and exciting shoe salon for Miles Division of Melvil Shoe Corp. Located in Colonie, N.Y shopping center, the store design geared to the tempo of today's pac setting, swinging young set. . . . Fran L. Hope & Associates, San Die architect-engineer, will act as desig consultants for a proposed multi-pu pose stadium in Honolulu, on an 8 acre site near Pearl Harbor. Honolu city officials have approved an ass ciation for the project between t Hope office and John Carl Warnec & Associates, architectural firm wi offices in Honolulu. . . . Shelton, U mann, Smith & Streich, Inc., Ft. La derdale, will develop all interior fu nishings for the new West Hollywo Florida, offices of the Hollywood Sa ings & Loan Association. Constru tion of the $600,000, five-story buil ing, designed by architect James Hartley, is in progress with compl tion scheduled for early next fall. . Albert Parvin & Co., Los Angeles, h been awarded the contract to desi and furnish the complete interior R. R. Howard, investment banki firm in the Triangle Building, Beve Hills. Motif for the new offices will traditional English, with custom signs for desks, entrance doors, a cut-pile carpeting. Parvin is also signing and furnishing the compl interiors for new offices of Equita Savings & Loan in Los Angeles. banking area will have custom- signed counters. . . . . Western Contr Furnishers, Oakland, has been awa ed a contract for the interior des and specification for a new library classroom building at the College Arts & Crafts in Oakland. The bu ing will have several electronic equipped classrooms for langu study in addition to lecture ro and the main library wing. Grou breaking takes place this fall, with cupancy scheduled for the beginnin the school term in 1967. Western now completing the interior de and furnishing of a major two-s addition to Squaw Valley Lodge Tahoe City. The addition to the ski sort will have a relaxed, rustic atm phere with rough-hewn cedar w and exposed aggregate floor. Corco Inc., Chicago, has been com sioned to design and install a type of wardrobe-wall partition new women's dormitory at Vit College, LaCrosse, Wis. The 225- dent dormitory is being built at a of $1.2 million. (C)



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It just gives you the straight scoop on contract carpet specifications like *pitch, gauge,* and *density*. It tells how they relate to the ultimate performance of the carpet. And explains why economic factors like tax depreciation may affect the type of carpet you specify. Naturally, we also include a few of our own carefully engineered specifications for your inspection.

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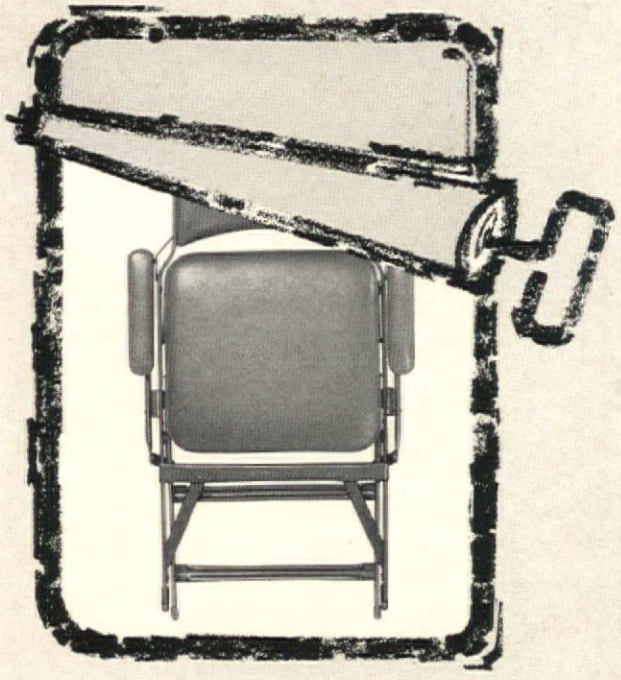
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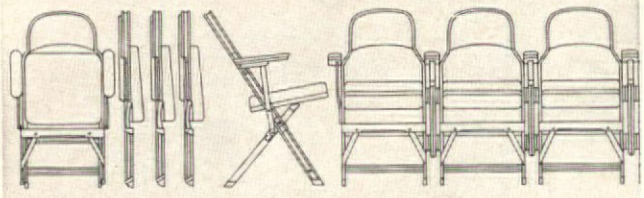
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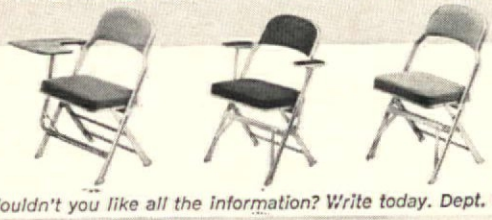


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CONTRACT NEWS

BIRGE DESIGNS, INC., a New Jersey corporation has purchased all the assets, trade marks, name, and rights to all the contracts of GEORGE K. BIRGE CO., INC. The new change of organization, headed by R. Gretchen Birge, AIA, AID, will not affect the service rendered to customers of George K. Birge Co.

THE FIBERS & FABRICS division of UNION CARBIDE CORP. will temporarily suspend manufacturing and marketing of the Vileau vinyl wallcovering line. The division stated that the move was necessitated by a lack of manufacturing capacity required to support the market adequately.

NATIONAL BEDDING & FURNITURE IND., Memphis, Tenn., has become the first institutional manufacturer to join the Institutional Mart of America, now under construction in Memphis. The multi-million-dollar IMA building is being built at Holiday City and is scheduled to open in March, 1967. The mart center will feature cooperative displays of furnishings and equipment for rooms, restaurants bars and lounges. National Bedding is one of the country's largest producers of Serta mattresses and springs and is among the world's leading suppliers of institutional bedding.

CONNOISSEUR WALLCOVERINGS, INC. has just opened a suite 1010, Decoration & Design Building, 979 Third Ave., New York City.

HOLIDAY INNS OF AMERICA, INC., Memphis, plan to extend its metropolitan sales office system to Europe. Several large European cities are presently being considered as locations for the two new offices, which are scheduled to open in February or March 1967.

JAMES SEEMAN STUDIOS, INC., Garden City Park, N.Y., has opened an office at 136 East 57 Street, New York City. The new office will provide a studio type environment and complete contract market service. It will be managed by Nils Anderson.

QUAKER FABRIC CORP. has opened a new subsidiary in Auckland, New Zealand. The new company will be managed by Geoff Hosking.

SUMMIT LIGHTING, INC. has moved to larger quarters at 221-25 Vine Street, Philadelphia.

The proposed merger of AMERICAN CARPET INSTITUTE (ACI) and TUFTED TEXTILE MANUFACTURERS ASSOCIATION (TTMA) was officially dismissed as a result of a tie vote by TTMA members at a recent meeting in Dalton, Ga. In a secret ballot, TTMA members voted 45 for merger 45 against, failing by seven votes to reach the majority required for merger of the two trade associations.

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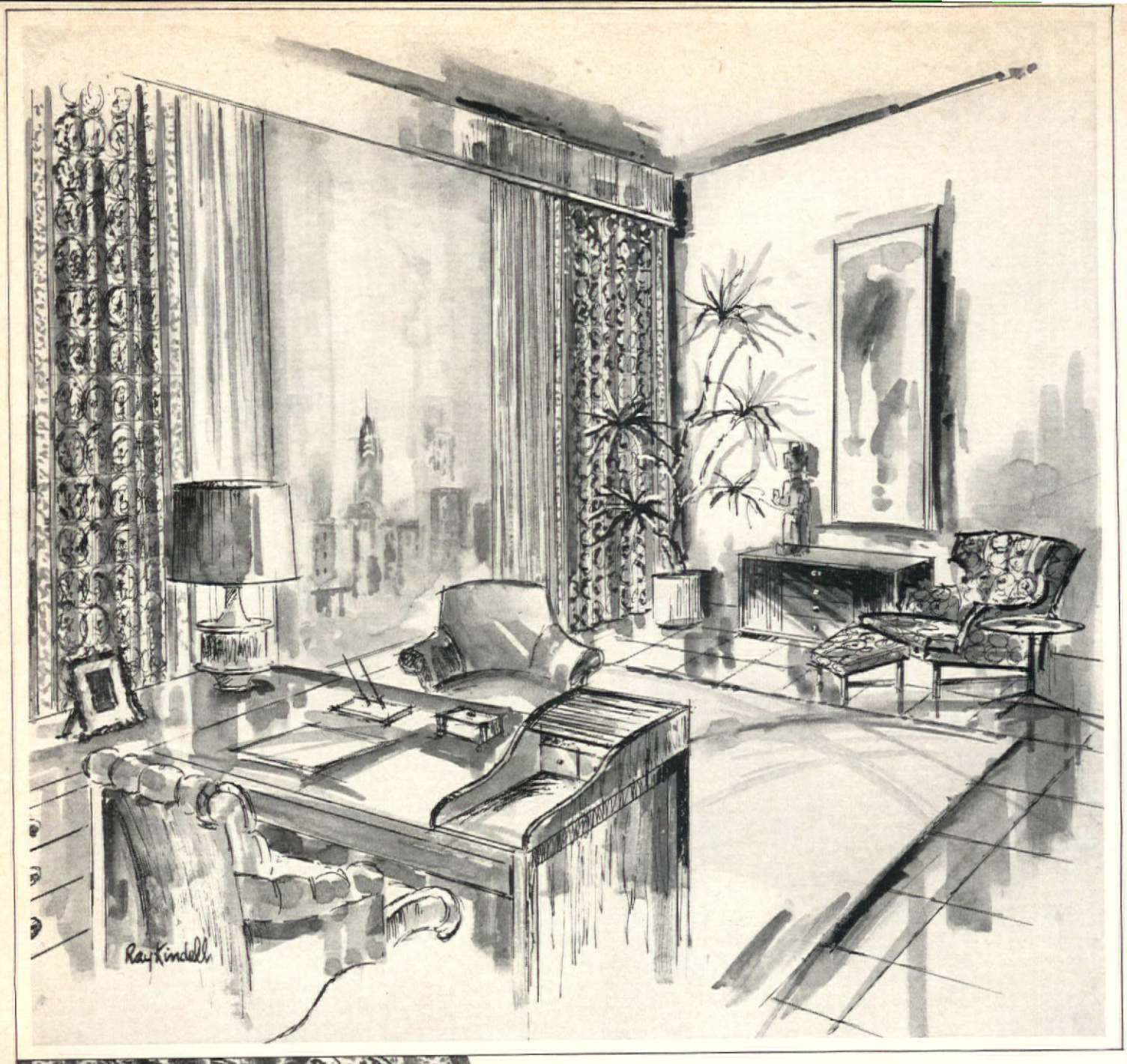
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Available thru fine wallpaper sources throughout the United States, Canada, Puerto Rico and Western Europe. Write for distributor in your area.





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adapts itself to executives who appreciate fine homes, and demand the prestige of well-designed offices.

SCHUMACHER, adept at contract, shows these three new Belgian fabrics.

"Dragon Dance," ancient stone rubbing of Javanese dancers on a blend of boucle Belgian linen, cotton and nylon.

"Ostende Stripe," vertical stripe 100% linen casement, shades of natural cross-woven in bars of antique gold.

"San Remo," antique linen faced velvet, luxurious yet durable.

BELGIAN LINEN

THE BELGIAN LINEN ASSOCIATION
280 Madison Ave., New York, N. Y.

PEOPLE



JAMES L. SAUNDERS has been named to the new position of executive vice president of Commercial Carpet Corp., flooring specialists. In his new post he will supervise CCC's nationwide marketing efforts. Prior to his appointment he directed sales and administration of CCC's operations in the Far West, Southwest, and Hawaii as the western regional vice president.

ARLINGTON M. PERSONIU; has been named sales manager-contract division of General Tire & Rubber Co. This new unit of General Tire will market wall-covering designs and products for the contract installation trade. Production will commence shortly in the company factories in Lawrence, Mass., Toledo, Ohio, Penanette, Pa., and the recently completed vinyl production facilities in Columbus, Miss.

LORD A. MARSH has been elevated to the presidency of Duraclean International succeeding Grant Mauk.

ELLIS LEACH, chairman of the board of the textile firm of Collins & Aikman since 1961 will retire this month, culminating a 45-year career in the industry. He will remain a director of the company and also serve in an advisory capacity.

LESLIE KICHIN and JOHN A. DZIUBA have been promoted to senior project managers in the Chicago office of I.S.D., Inc., interior space planning firm.

ALBERT F. WATERS has been elected a vice president of Allied Chemical Corp., New York City.

ANDREW L. GILMORE has been named director of marketing for the office furniture division of Royalmetal Corp.

RICHARD BOWEN has been appointed to the board of directors of Berkshire-Hathaway, Inc.

TERRY J. MCADAMS has been retained by International Drafting & Container Corp. as management consultant assisting in the developments of new markets.

ELLIOT TIBER has been named manager of contract interior design for Bamberger's New Jersey, a division of R. H. Macy Corp.

FRANK BROWNEWELL has been appointed vice president and manager of Dohrmann Co., Brisbane, Calif. Other appointments in the company include SID ROCHE, sales manager, DEAN CALAME, director of contract sales, and JACK G. SHEA, manager of interior design, contract furnishing department.

WRIGHT FULLER, former president of Masterpiece Mirror Co., Chicago, has been named director of the Institutional Mart of America, Memphis, Tenn.

INGA BACH has filled the newly created position of assistant director of merchandising at Parkwood Lamps, Inc.

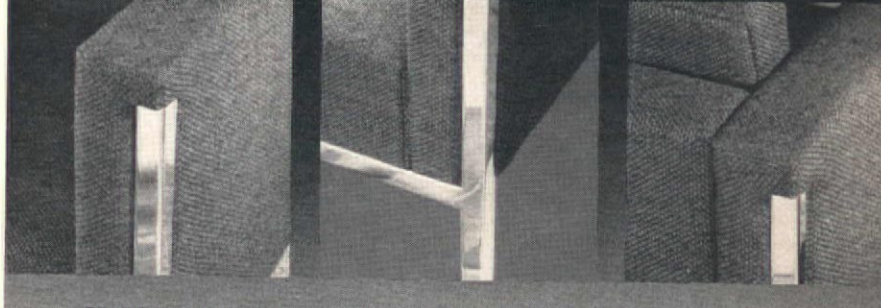
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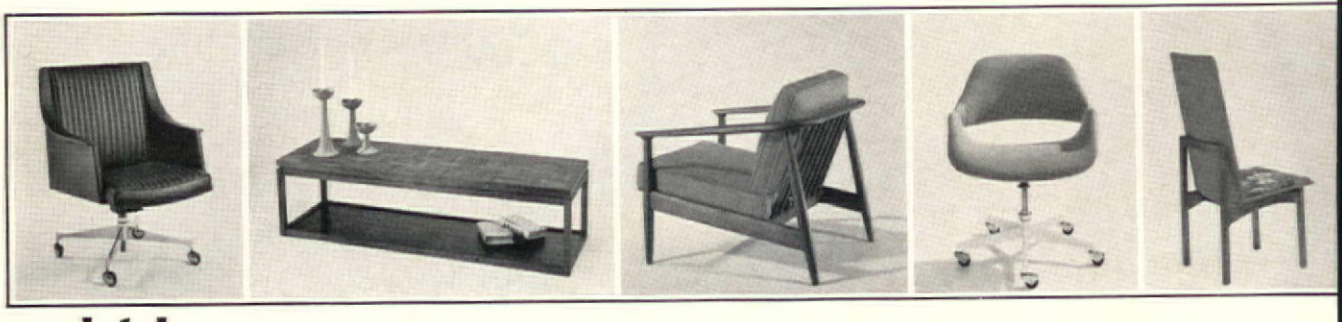
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variety!

When we selected the items in the Madison Collection we wanted variety, but all we got was lounge chairs and sofas (loose cushion and tight seat), cocktail tables, end tables, lamp tables, dining tables and chairs, occasional chairs, lounge chairs, conference chairs, desk chairs (high back and low back), modular seating systems, wood bases, aluminum bases, polished plated steel bases, walnut wood, elm wood and teak. Well, we tried!

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PEOPLE

WILLIAM L. GROSS was made general sales manager for Ross & Roberts, Inc.

RICHARD A. FROST is the new area manager for the Midwest region of Syracuse China Corp.

HARVEY GERVING has filled the position created by Viking Carpets as their regional sales manager for Southern California.

JOHN M. BAIRD has associated himself with P & W Engineers as a principal mechanical engineer. P & W is affiliated with the architectural firm of Perkins & Will Partnership.

JOHN F. ATKINS has joined the sales staff of Commercial Carpet Corp. as district sales manager for Connecticut.

GERALD SACKS who has been associated with Aldon Area Rugs for 16 years has just been named vice president in charge of sales.

JAMES W. HILL has been promoted to sales manager of Tennesco Corp. He will take over his new duties in the Dickson, Tenn., headquarters of Tennesco.

JAMES R. MCGLASSON is now on the sales staff of Simon Manges & Sons, Inc.

VINCENT N. ASHBAUGH has been named vice president in charge of sales for Corco Inc., Chicago.

ROBERT A. NOWACK has been named director of marketing and ERICH SCHUTZ has been promoted to sales manager of the No-Sag Spring Co. a subsidiary of American Metal Products Co.

WALTER SHANKS has been appointed to the office of vice president of merchandising and sales at the Quaker Fabric Corp.

EDWIN LEE BALL has been appointed Design Coordinator for Winzeler South, Inc., North Carolina manufacturer of metal stampings, formed metal products, and decorative hardware.

BRUCE BORN has been named district manager for the southwestern sales region of Ozite Corp., Chicago. He will be responsible for sales and service to Mississippi, northern Arkansas, southwestern Tennessee and southeastern Louisiana. RALPH LINDO, also appointed district manager for a southwestern territory will be responsible for southern Texas, western Louisiana and southwestern Arkansas.

ROBERT J. SPEAKER has been appointed eastern manager for architectural products of Navan Inc., invention marketing subsidiary of North American Aviation, Inc., El Segundo, Calif.

JOHN WHITE has been named northwest sales representative by Don Rumsey Associates, San Francisco.

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The newest look for group gatherings . . . TechFab tables and chairs in a wonderful variety of colors, patterns and styles. Mix them or match them . . . stack them or gang them, they have been specifically designed to complement each other in every way. From the gracefully contoured table edges to the comfort curve of the chairs, TechFab reflects the precision engineering and quality construction that has long distinguished this manufacturer of fine furniture now concentrating his efforts in the commercial furniture field. Send in the coupon below for complete information.

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COMPANY_____

ADDRESS_____

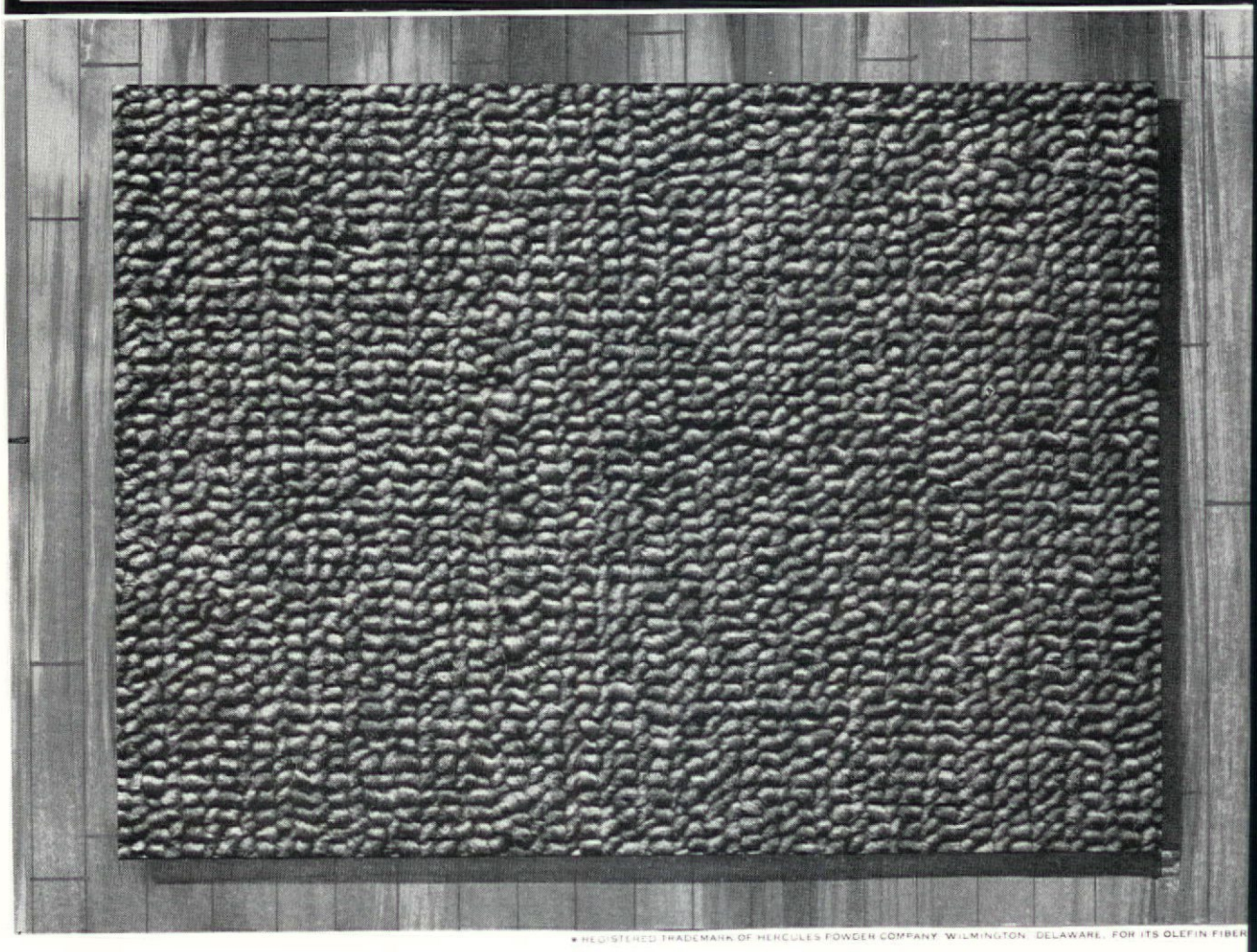
CITY_____ STATE_____ ZIP_____

Circle No. 18 on product information card

THE CARPET THAT LIVES UP TO ITS NAME!

"COLOSSAL"

There's nothing you can put on the floor that offers more advantages than this carpet of HERCULON* olefin fiber by DOWNS



*REGISTERED TRADEMARK OF HERCULES POWDER COMPANY, WILMINGTON, DELAWARE, FOR ITS OLEFIN FIBER

Take a fiber that keeps colors a lifetime; won't let dust and dirt cling; lets you wipe off spots and spills; is moth and mildew proof; won't fuzz or pill; is anti-allergenic and virtually anti-static. Constructed for high performance and high fashion. Offer it in a 3-color tweed texture loop pile, in 8 tonal ranges; and price it for value. Wouldn't you say it's "fantastic" for public areas? Wouldn't you agree it's "fabulous" for any installation. Yes . . . and furthermore . . . it's "Colossal."

Write for FREE SWATCH of Actual Carpet

DOWNS

DOWNS CARPET COMPANY, INC. CONTRACT DIVISION, DEPARTMENT C1066, PHILADELPHIA, PA. 19134

Circle No. 19 on product information card



The complete professional library of colors, patterns and woodgrains... *for specifying Consoweld laminated plastic*

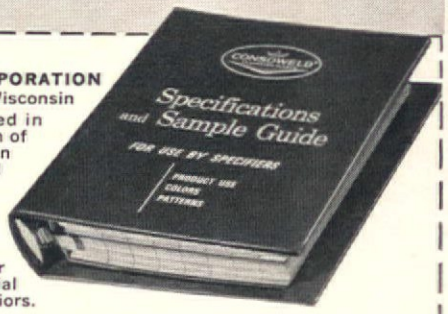
Consoweld's Specifications and Sample Guide contains the complete and current product line assembled in a compact and easy-to-use form. It allows you to specify your laminated plastic requirements with confidence and accuracy. Each Consoweld sample has 7 specially scored, ready-to-use pieces of actual Consoweld laminated plastic that may easily be snapped off and affixed to your specification layout.

Consoweld Corporation automatically provides information on technical and new product developments, application procedures, and supplies you with samples of every new pattern introduced. The Specifications and Sample Guide is available only through authorized Consoweld distributors. For your copy of this authoritative guide, call your Consoweld distributor or mail the coupon.

CONSOWELD LAMINATED PLASTIC

CONSOWELD CORPORATION
Wisconsin Rapids, Wisconsin

Sirs: I am interested in Consoweld's program of improved accuracy in specifying laminated plastic for walls, fixtures, furniture, wainscoting, kitchen and restaurant counters, vanities, and cabinet faces for residential, commercial and institutional interiors.



Name.....

Title.....

Firm.....

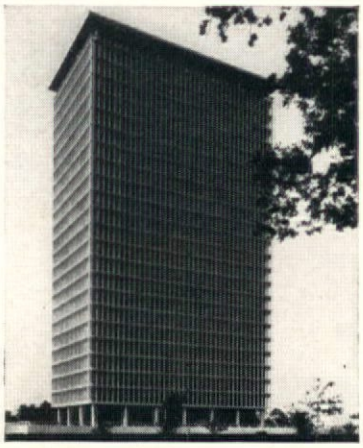
Address.....

City..... State..... Zip.....

10-A

Circle No. 21 on product information card

Proud of your building?



Lloyd, Morgan & Jones are the proud architects of the American General Insurance Building in Houston, Texas. They chose Fiberglas for that feeling of quality that's the finishing touch to any building. That's what a uniform exterior appearance does: it enhances all the other features of a building. Ask any architect or interior designer. They know Fiberglas will give them that modern look that combines practicality with handsome design.

They know Fiberglas is:

Sturdy: Fiberglas is flame-resistant, unaffected by humidity, resistant to sun. Won't stretch or shrink.

Economical: Fiberglas is washed, not dry-cleaned, never needs pressing or alterations due to changes in size. Fiberglas also helps reduce heating and air-conditioning costs because it insulates—year round.

Beautiful: Fiberglas fabric allows free play with color, texture and pattern on the inside, and looks uniformly beautiful from the outside.

So if you want to give your building the modern look, why not turn to Fiberglas, the fabric that does a professional job for professional people. For more information and Fiberglas fabric resources, write:

Owens-Corning Fiberglas Corp., Decorative and Home Furnishings Div., 717 Fifth Ave., N.Y.C. 10022.

OWENS-CORNING FIBERGLAS

Styled by Rosco Products, Inc.



It deserves Fiberglas* Beta* draperies.

The American General Insurance Building, Houston, Texas; Architects: Lloyd, Morgan & Jones. *Fiberglas and Beta are Owens-Corning trademarks. Owens-Corning Fiberglas makes the Beta yarn, not the fa

Circle No. 22 on product information card

You thought the job was done to a turn. Then you discovered your fabric finisher didn't know about flameproofing requirements in Podunk. Now you're embroiled in delays and affidavits and forms to fill out. The deadline went up in smoke. And your client is burning while you fiddle. Drop the martyred air. Next time try a proven flameproof expert. Kiesling-Hess. East Coast or West Coast, our plants are fully equipped to handle all kinds of flameproofing — California Approved or any state approved. We know about all the special state and Federal requirements. We'll fill out the forms and notarize the affidavits and pull you off that smoldering pile of red tape. And with our newly-acquired Perma-Dry Division, we're speedier than ever. You get the fabric to one of our plants and in less than 24 hours it's on its way...flameproofed to your precise specifications. We're the fastest and fastest-growing fabric finisher in the business. So when the sparks begin to fly, call us. After all, your reputation is on the pan.



BURNED UP?

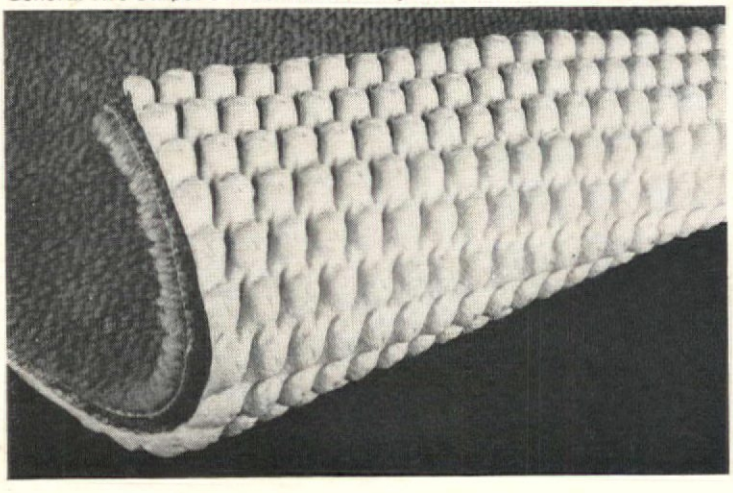
PERMA-DRY DIVISION *of*
KIESLING-HESS FINISHING COMPANY, INC.

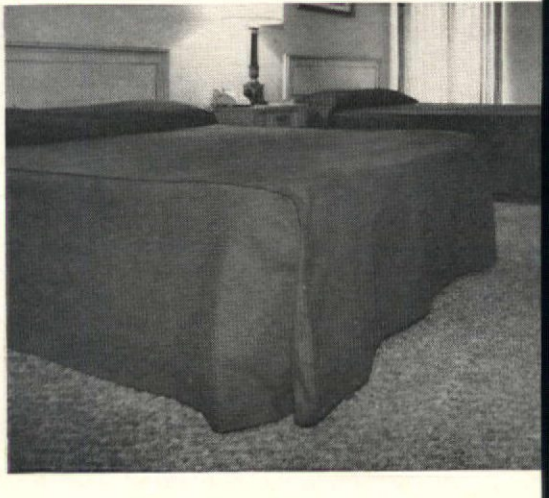
Custom Finishers to the decorative trade: Flameproofing, Scotchgard,* Ze Pel®, FAB-BAC Fabric Backing, Sylmer
519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia, Pa. • 1714 Euclid Street, Santa Monica, Calif.

®Du Pont Trademark *a 3 M Product



General Tire Carpet Cushion installed by D. H. Holmes Company, New Orleans, Louisiana







General Tire Sponge Rubber Carpet Cushion Leads the Rampart Street Parade at New Orleans' Vieux Carré Motor Lodge

Over 6,000 square yards of General Tire Sponge Rubber Carpet Cushion complement the old-world elegance of the Vieux Carré Motor Lodge on Rampart Street in New Orleans' famed French Quarter. The operators of this distinctive new motor lodge assured themselves trouble-free service and longer carpet life, while providing the utmost in comfort for their guests. There's one of General's nine quality grades just right for your installation. And you'll find it tailors to any floor plan . . . installs with ease. Specify genuine General Tire Sponge Rubber Carpet Cushion. It pays in the long run.

ATIONAL AGENTS:

AIR CREST PRODUCTS
2301 S. Paulina Street
Chicago 8, Illinois

ROWN PRODUCTS CORP.
2121 E. Wheatsheaf Lane
Philadelphia, Pennsylvania

GENERAL TIRE ®

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

THE GENERAL TIRE & RUBBER COMPANY
CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

Circle No. 26 on product information card

Tsk, Tsk, is it nice to walk all over the one you love?

(Very nice. When Gulistan Carpet is the one.)

Soft, deep, luxurious Gulistan carpet of Acrilan® is very nice to walk on. To look at. And it also sav a tremendous amount of time and money on care and maintenance. Perhaps that is why Maryla Cup Corp., makers of Sweetheart Cups, have carpeted important areas of their ultra modern plant Towson, Maryland, with these beautiful carpets. In the offices: Gulistan *Charter Oak,* with a smart crus resistant pile. In the Conference Rooms: Gulistan *Appointment,* glamorous cut and loop texture. Both are Performance Rated* for Heaviest Traffic.

GULISTAN
CARPET

Gulistan Carpet offers many benefits at the new facilities of the Maryland Cup Corp. Designer is Alan Shaivitz; contractors, Lucas Bros. of Baltimore.



*TM of JPS & CO.,

Gulistan Carpet Division, J. P. Stevens & Co., Inc.
295 Fifth Avenue, New York, N.Y. 10016

Please send me the whole story on how Gulistan Carpe contributes quiet, warmth, comfort and beauty at less cost Include free samples of Gulistan Carpet.

Name_____

Address_____

City_____ State_____ Zip_____

C-10-66

Circle No. 25 on product information card

"We've rented a house for the contract industry."

The New York Coliseum



CONTRACT '67, the industry-wide show and convention, will be host in this house from April 25—April 27, 1967. And here are the guests—our exhibitors:

Acco
Acme National
Allied Chemical
Bigelow Sanford Carpet
Brite Lite Lamps
B. Brody Seating
Brunswick
Burwood Products
L. E. Carpenter
Chemstrand
Chicago Hardware Foundry
Clark Casual Furniture
Classic Draperies
Columbus Coated Fabrics
Commercial Carpet
Contract Magazine
Crown Products
Crown Rubber
Crown Wallcovering
Cypress Furniture
DeLuxe Fabricators
Design-Tex
duCor
duPont
Durawall
Etchings, Inc.
Excel Mfg.
Finesse Originals
Frankel Associates
Gasser Chair
General Drapery
General Tire & Rubber
Goodyear Tire & Rubber
Hightstown Rug
Holland Shade
H-O-N
I. V. Chair
Institutions Magazine
International Crating
Jackson China
Jansko
Kirsch
Laminated Veneers
Maharam Fabrics
McCordi
Menell Associates
Mohasco Industries
Molla
Murphy Bed & Kitchen
Museum Prints Editions
Norquist Products
No-Sag Spring
Oxford Mills
Painter Carpet Mills
Pictures for Business
Porter Carpet
RCA Service
Rockland Mills
Royalmetal
James Seeman
Segura Studios
Simpson-Bosworth
Spaeth Displays
Standard Coated
Stanley Furniture
Stauffer Chemical
Stephen-Leedom
Stylume-Products
Sweetwater Rug
Syracuse China
TechFab
Timbertone
Tree Time
Trend Mills
Tri-Mark Designs
Tropitone Furniture
United Chair
Virco Mfg.
M. G. Wheeler
Ralph Wilson Plastics
Winn Anderson Fabrics
Woodall Industries
Lee L. Woodard
Yorkraft

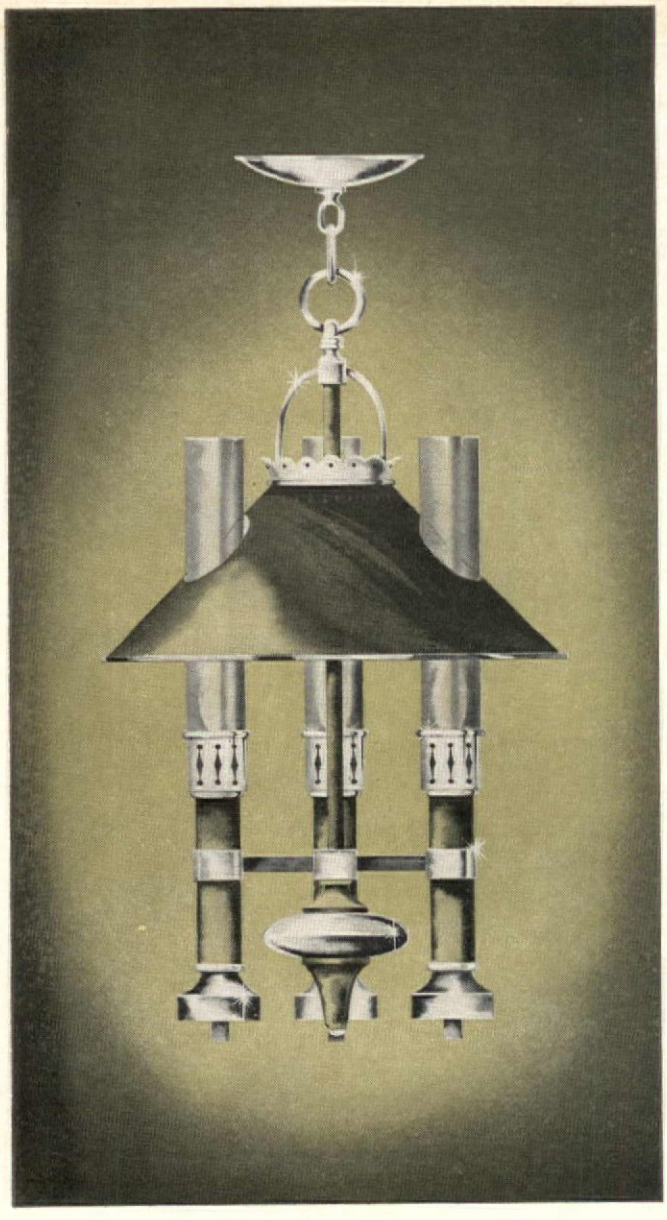
Join our exhibitors in what will be the most dramatic, hardest-hitting sales presentation of contract merchandise in the industry's history. Exhibits, panel discussions, seminars—attended by thousands of architects, interior designers, institutional buyers, contract furnishers, government procurement men. In short, everyone who has a decisive role in specifying and purchasing billions of dollars of commercial/institutional products yearly.

CONTRACT '67

Sponsored by CONTRACT Magazine

For space reservations, information: Jerry Brown, National Expositions Co., Inc. 14 West 40 St., N.Y. N.Y. 212/564-8714

Circle No. 31 on product information card



beauty mark of fine lighting

champion

The variety of superb functional and decorative lighting fixtures we can custom-style to your specific needs or individual designs is limitless! Above is a striking example of Champion's flair for originality!

Champion Manufacturing Co., Inc.
450 West 28th St., Hialeah, Florida

Circle No. 28 on product information card

CALENDAR

1966

October 17-22. Fall Furniture Market and Summe & Casual Furniture Show. American Furnitur Mart and Merchandise Mart, Chicago.

October 19-21. Architectural Woodwork Institut Annual Convention. Williamsburg, Pa.

October 21-28. Southern Furniture Markets. Hig Point, Lexington, Drexel, Thomasville, Lenoi Hickory, N.C.

October 31-November 2. Pan American Hotel Restaurant Exposition, Convention Hall, Miam Beach, Fla.

October 31-November 4. NSOEA Executive Manage ment Seminar, conducted by Institute for Reta Management and NSOEA. New York University New York City.

November 3-4. Pacific Northwest Market. Northwes Furniture Mart, Seattle, Wash.

November 3-4. National Association of Store Fixture Manufacturers, Annual Fall Meeting. Runawa Bay, Jamaica.

November 7-10. National Hotel & Motel Exposition 51st Annual Convention. New York Coliseum, Ne York City.

November 12-22. Southern Furniture Manufacturer Association. Annual Membership Meeting, co ference cruise aboard S.S. Santa Rosa to Sout American and Caribbean ports.

November 24-28. International Furniture Sho Brussels, Belgium.

November 27-30. National School Supply & Equi ment Association. Palmer House Hotel, Chicag

December 1-3. American Hotel & Motel Associatio Convention. 55th Annual Convention. San Fra cisco.

1967

January 8-14. Winter Furniture Market. America Furniture Mart and Merchandise Mart, Chicag

January 15-19. New York Lamp & Home Furnishing Show. Hotel New Yorker and Trade Show Buil ing, New York City.

January 15-20. Winter Furnishings Market. Los A geles Merchandise Mart, Los Angeles.

January 16-20. Furnishings Market. Dallas Tra Mart, Dallas, Tex.

January 23-27. Winter Furnishings Market. Weste Merchandise Mart, San Francisco.

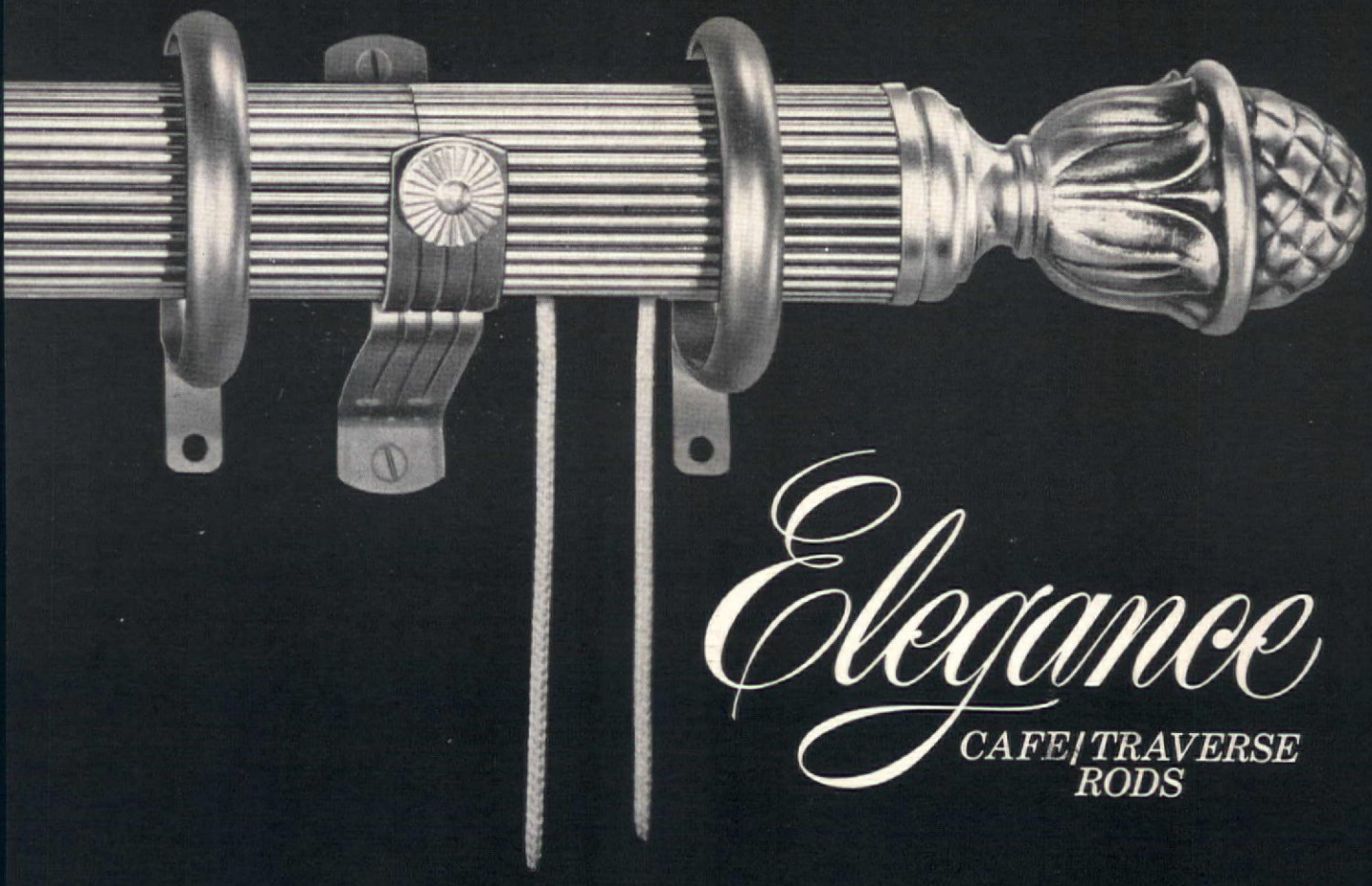
March 20-22. Intercon I, First International Contra Exposition and Congress. Merchandise Mart a McCormick Place, Chicago. For details contac Mr. Harry Finkel, Intercon I, 1060 Merchandi Mart, Chicago.

April 25-27. CONTRACT '67—The National Contra Show & Convention, sponsored by CONTRA Magazine. New York Coliseum, New York Ci For details contact: Mr. Jerome Brown, Natio Expositions Co., 14 W. 40 St., New York, N. 10018. 212/564-8714.

April 30-May 3. Sixth National Lighting Expositi New York Coliseum, New York City.

May 3-6. National Association of Educational Bu ers. Hotel Fontainebleau, Miami Beach, Fla.

Circle No. 29 on product information c



Elegance

CAFE/TRAVERSE RODS

THE TIFFANY LOOK FOR FASHIONABLE WINDOWS

Elegance by Graber has a shade of "Tiffany" to be decorative by itself, plus an abundance of quality and endurance. It is a versatile, highly merchandisable fixture grouping. Cafe/Traverse and Adjustable Cafe styles. Matching tiebacks and holdbacks. A selection of antique white and brass finishes or in white for overpainting to match a decor. Three diameters in finely fluted aluminum: 9/16", 15/16" and 1-3/8". Assembled cafe traverse sets — made to measure or prepackaged for over-the-counter sales. Create fashionable windows with Elegance — available now.

Graber
DRAPERY FIXTURES
MIDDLETON, WISCONSIN

The Graber Decorator Program: M-10

Attach this coupon to your letterhead for *Elegance* catalog, price list, plus information on showroom displays and exclusive shop-at-home program.

Name Title

Firm

Address

City State Zip

See Elegance drapery fixtures on display at the National Design Center — New York & Chicago.

5182



How to be a cool operator

Hospitality in the grand manner pays off! More and more hotel and motel operators are realizing the value in investing in ASTRAL Compact Refrigerators.

The extra comfort of a snack, a cold drink immediately at hand, brings many a repeat visit. Across the country ASTRAL hospitality has paid off greatly. Many motel operators have reported the liquidation of their investment in as short a time as six months.

Get the facts today on the compact refrigerators that are guaranteed silent in operation—no radio or TV interference. No moving parts to wear out. Available in sizes and finishes to fit any decor.

Over 2,000,000 Astral refrigerators now in use.

morphy-richards Astral

MORPHY-RICHARDS, INC. □ ASTRAL REFRIGERATOR DIVISION
128 Ludlow Avenue, Northvale, New Jersey 07647, Post Office Box #10

Circle No. 32 on product information card

Circle No. 68 on product information card

To us, extra-long mattresses aren't always longer in inches. We designed Koylon® latex foam to *last* longer. In years.

Firm. Resilient. Lumpless for life.

Years without springs.

The only moving parts of a Koylon mattress are your clients' customers. There are no innersprings.

By eliminating innersprings, we've eliminated the biggest source of mattress breakdowns.

There's no tension to buckle under pressure. Or to snap when the force is too great.

Koylon latex foam can't lump.

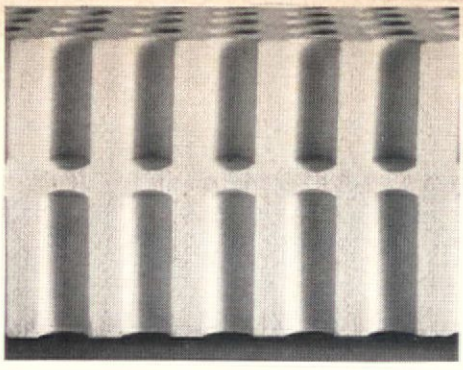
There's no cotton inside to mildew. No sisal or horsehair to ball up under wear.

Rest for the long run.

A Koylon mattress is a single piece of genuine latex foam. Naturally buoyant. And by nature, it keeps its bounce.

Holes run from the top and bottom of the mattress smack into a solid foam center. That gives the mattress stability.

It's 85% air, constantly circulating. That makes it cooler to sleep on.



It stays odor-free for life. Non-allergenic. Bacteriostatic. And flexible.

Send for our support.

It's the best kind to have in a mattress. Equalized support.

There are no pressure points. Support is spread out so that *every* part of the body gets the same firm comfort.

It's like floating.

We make mattresses to make every contract client you have happy. For complete information send us the coupon.

But remember, we measure our mattresses extra long. In years.

Koylon Contract Division
U.S. Rubber Co.
1230 Avenue of the Americas
New York, New York 10020

Gentlemen: Please send me full information on Koylon latex foam.

Name _____

Institution _____

Address _____

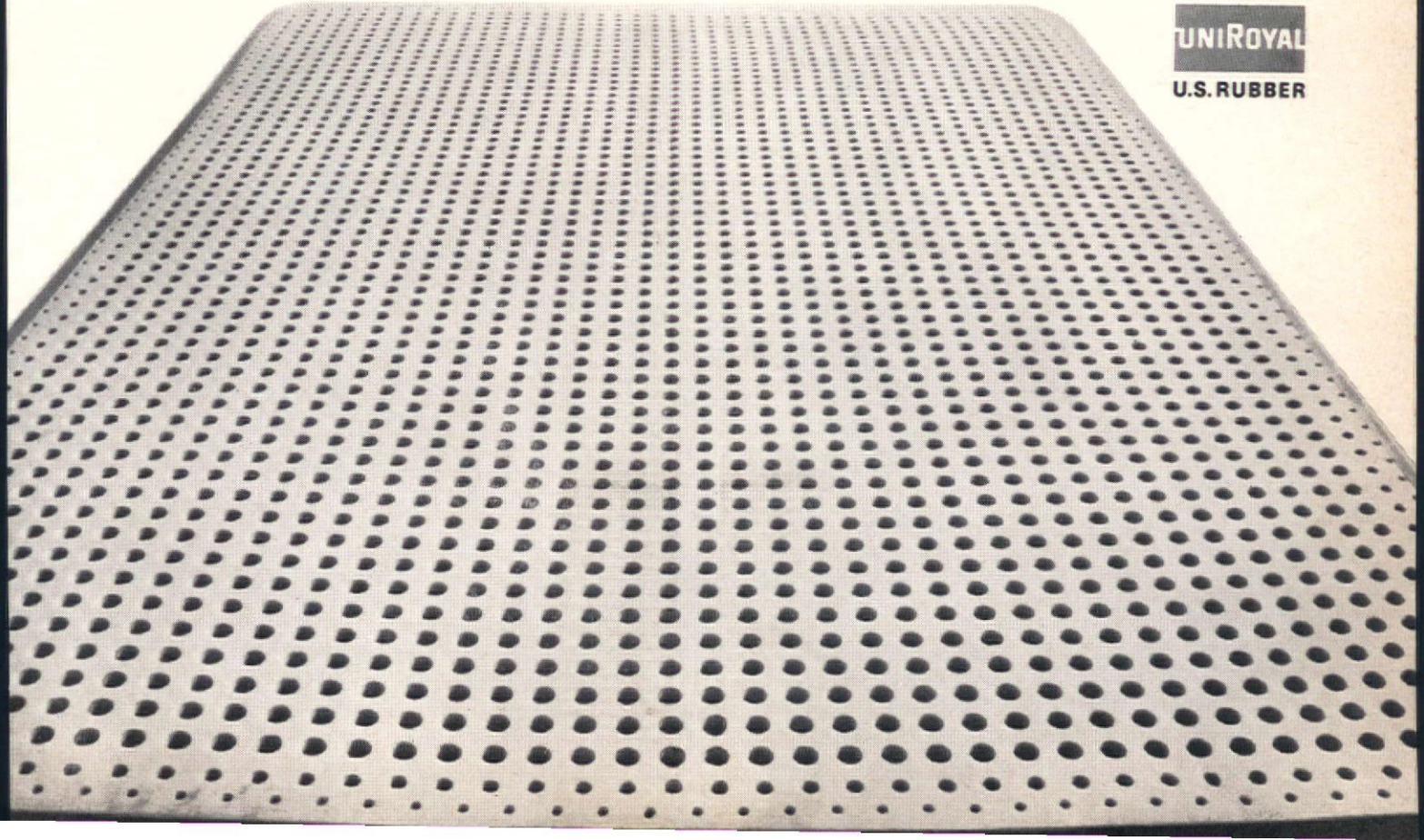
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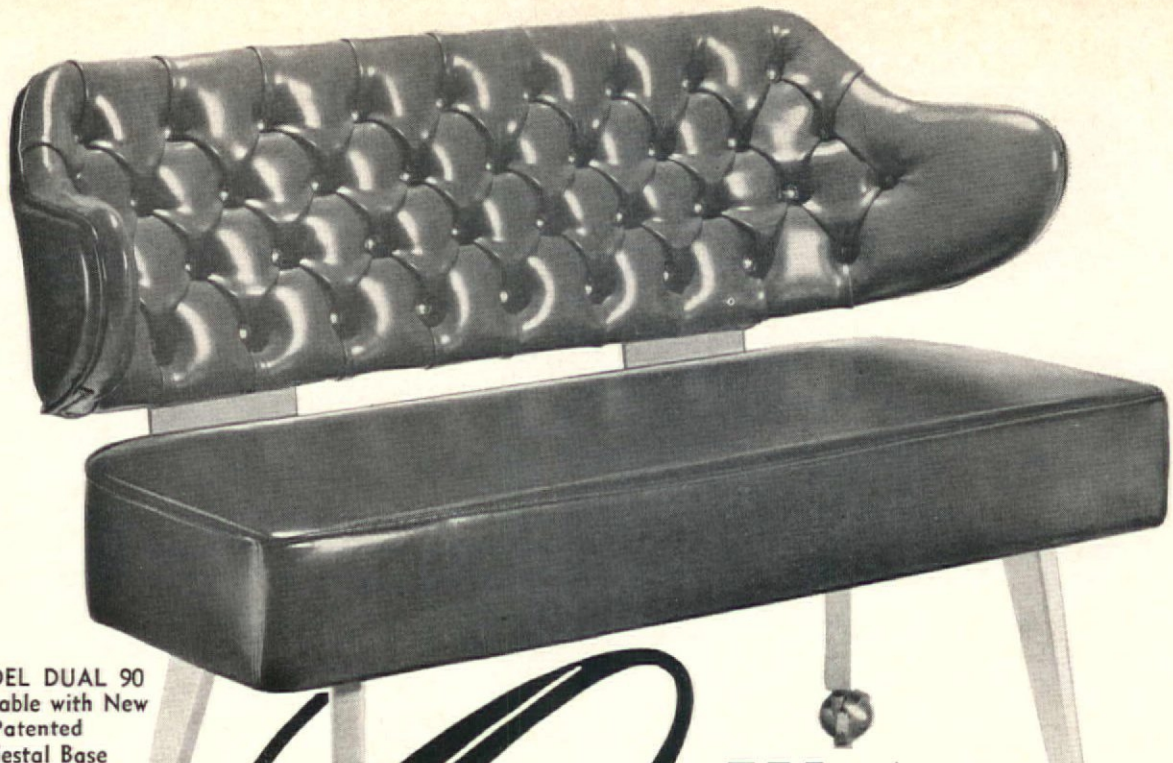
State _____ Zip Code _____

DA 10

Koylon®

This is the mattress you measure in years.





MODEL DUAL 90
Available with New
Patented
Pedestal Base

IN A
WORD...

Gasser

INTERNATIONALLY RECOGNIZED
AS MANUFACTURERS OF FINE
ALUMINUM CONTRACT SEATING
FOR . . . RESTAURANTS • CLUBS
HOTELS • MOTELS • COLLEGES
CHURCHES • HOSPITALS • SHIPS
AIR TERMINALS • OFFICE AREAS

EXHIBITING AT NATIONAL HOTEL-MOTEL
SHOW BOOTH 2126-27





MODEL NO.
L-90

Gasser CHAIR CO.
YOUNGSTOWN, OHIO 44505
Showrooms
New York and Dallas

Circle No. 33 on product information card

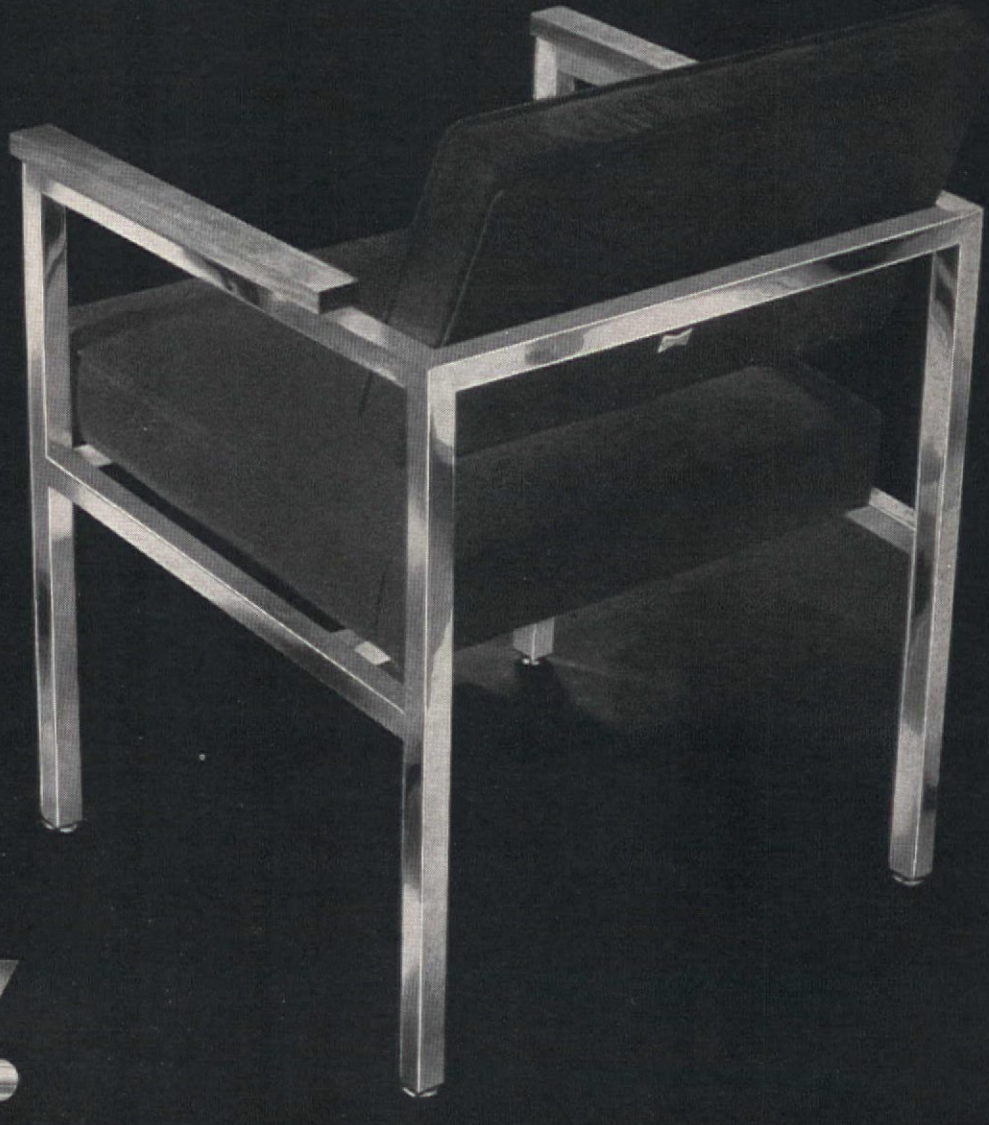
Styling starts with Stainless...

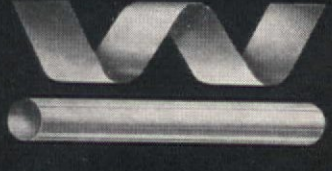
from WALLINGFORD

Take this chair, for example. See how subtly the ornamental tubing says quality. For stainless steel tubing **is** quality–and beauty–combined with unmatched durability.

Remember, in the designing of modern furniture, nothing can match the intrinsic and functional value offered by tubular stainless steel. And Wallingford makes the best. Square. Round. Rectangular.

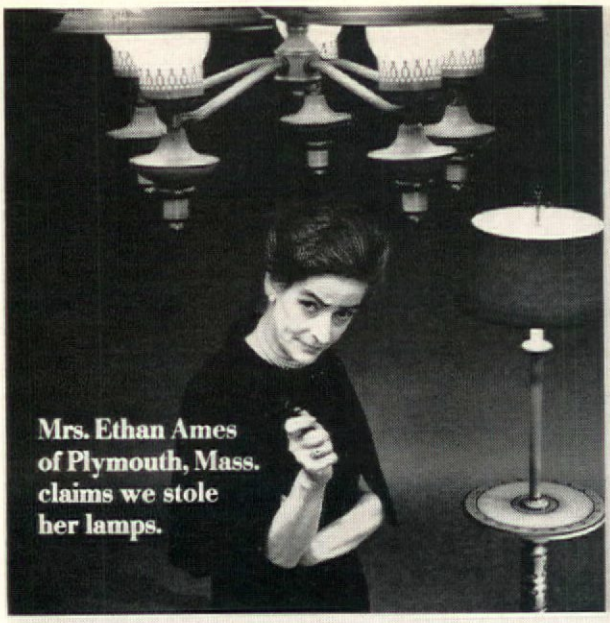
Send for your free samples and illustrative literature today. Naturally, there is no obligation.



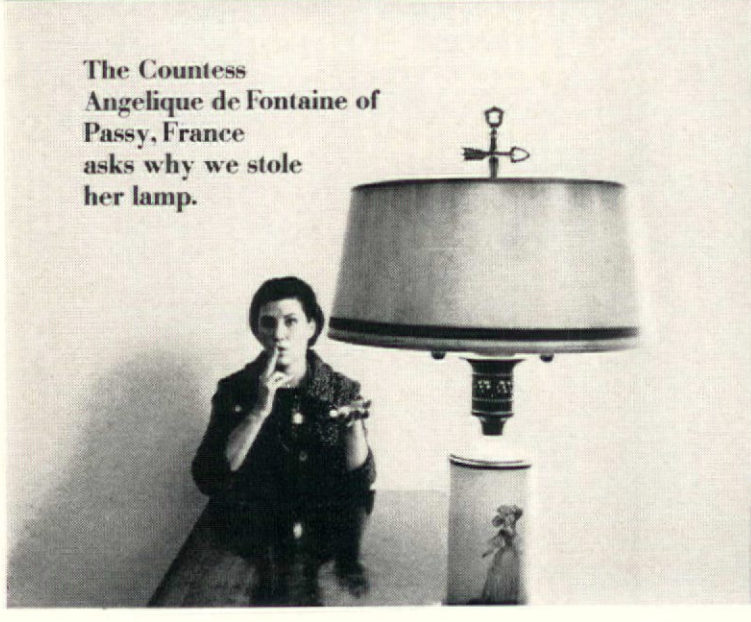


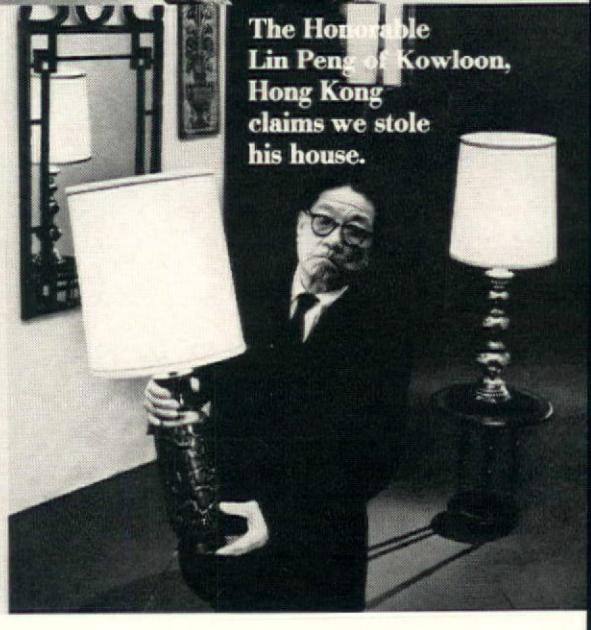
THE WALLINGFORD STEEL COMPANY • WALLINGFORD, CONNECTICUT

Circle No. 34 on product information card









In our travels...

we've seen many a fine lamp. Italian, Oriental, French Provincial, Early American... and more. Our craftsmen have taken these old designs and reinterpreted them, making lamps so stylistically accurate a native would think they were his or her own. We do the same with furnishings — tables, wall plaques, sculpture, mirrors, etc. All authentic. All inspired. And then, to top it all, our designers cut loose on ideas of their own — stunning lamps for our Contemporary series.

Beautiful, durable, generally priced low... our merchandise has made many a customer contented. See it for yourself, soon. Look for us at the Contract Show at the N.Y. Coliseum this November and at the Intercon Show in Chicago in March.

QUARTITE CREATIVE CORPORATION
Contract Division · 236 FIFTH AVENUE · NEW YORK, N.Y. 10001

Our showrooms:
New York, New York, 236 Fifth Avenue
Chicago, Illinois, Chicago Merchandise Mart, Space 1270
Dallas, Texas, Dallas Trade Mart, Space 2519
Atlanta, Georgia, Atlanta Merchandise Mart, Space 608
Los Angeles, California, Los Angeles Furniture Mart, Space 551
Seattle, Washington, The Mart Building, Space 206, 207
High Point, No. Carolina, High Point National Furniture Mart
Jamestown, New York, Jamestown Furniture Building

Circle No. 35 on product information card

Hey, Grant Cluff!!!! How come you haven't called???

We heard about the 60 unit Thunderbird Lodge you built in Pullman, Washington and we have a vision. We close our eyes and see Englander mattresses in every room.

You have some good reasons for putting them here. First of all, Englander makes any kind of mattress you want. Urethane, foam latex and innerspring. Take your choice.

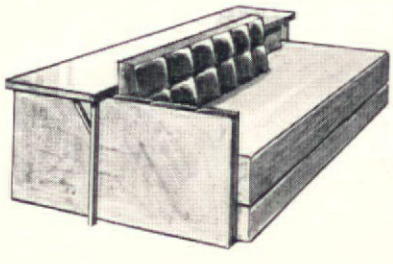
Our foam mattresses are very special. The old foam mattresses had to be broken in. For the first few months, you felt like you were sleeping on a trampoline. So we invented a new kind of foam—Process 202 Urethane. This is foam with the fight taken out of it. It gives—it adjusts. Its gentle support follows every move. By the way, these mattresses are light enough for a 110 pound maid to turn all by herself. You save on housekeeping time. How about *that?*)

Englander innerspring mattresses are different, too. They're completely wrapped in foam.



Top. Bottom. All four sides. Your guests sleep on cushiony foam. They're supported by firm innersprings. They get absolute comfort from edge to edge. This new kind of innerspring mattress has no old fashioned border wire. That's why our mattresses won't take like an accordion or tilt like a see-saw when someone sits on the edge. The coils won't creak down. The box spring is made of heavy huge steel. We try to think of everything.

For a bedroom that turns into a living room during the day, there's our Spacemaker line. We can hide any of our foam mattresses inside of these handsome, long-slung sofas. Pretty sneaky.



These are just a few reasons why so many hotels and motels have chosen Englander mattresses. We'd like to tell you more, Sir. But don't call us. Your Englander dealer will call you. And in case anybody's reading your mail, this coupon will bring them full information.

ENGLANDER CONTRACT DIVISION C10
1720 Merchandise Mart
Chicago, Ill. 60654

Name_____

Title_____

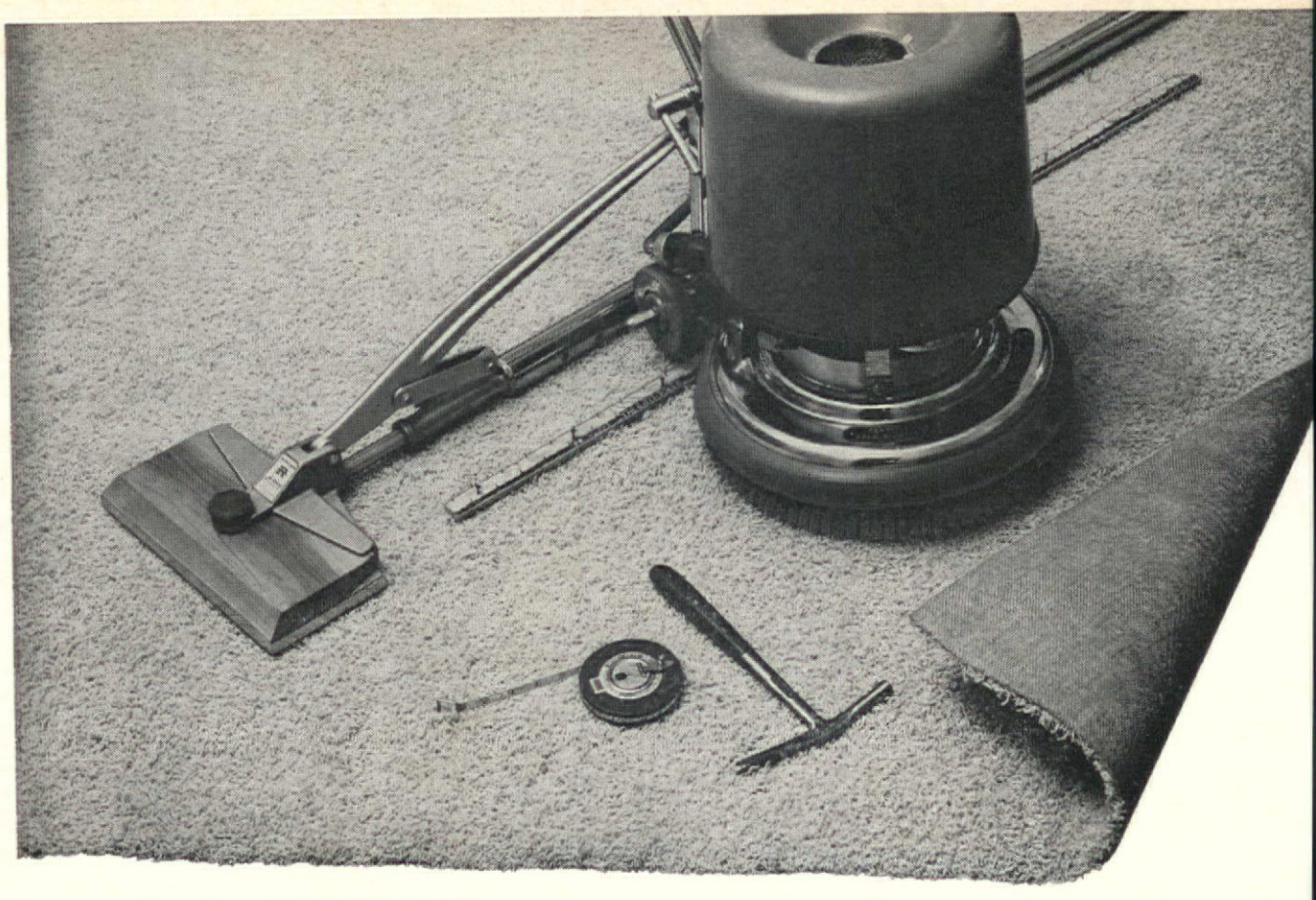
Address_____

City_____ State_____ Zip_____

UNION CARBIDE Englander
NEW IDEAS IN SLEEP

Circle No. 36 on product information card

IMPORTANT TO EVERYONE WHO PURCHASES, SPECIFIES OR HANDLES CONTRACT CARPETS!



Only JUTE behaves the same as Jute... and as well!

So make sure both primary and secondary backings in your carpets are JUTE

JUTE backing improves, speeds up installation
JUTE backing is safe for power-stretching
JUTE backing is stronger in all directions
JUTE backing assures neater, faster seaming
JUTE backing never stiffens up from cold
JUTE backing is relatively unaffected by heat
JUTE backing is 100% reliable in cleaning
JUTE backing has great dimensional stability
JUTE backing is highly shrink-resistant
JUTE backing keeps area rugs flatter

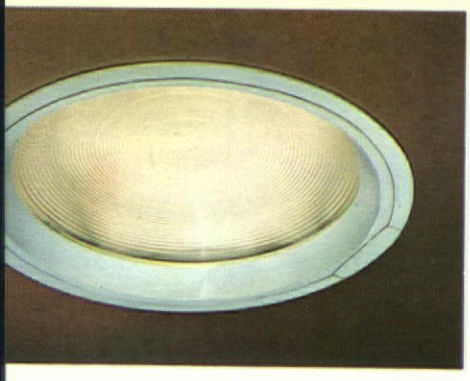
No two backing materials react similarly to the many conditions to which carpets are subjected . . . stretching, tension, wear, cleaning, etc. So combining two different types of backing in one carpet could mean headaches. But when **both** backings are JUTE, you are assured of perfect compatibility . . . plus the finest all-around performers available.

JUTE CARPET BACKING COUNCIL, Inc.

American Industries, Inc. • C. G. Trading Corp. • Hugh A. Chaplin Co., Inc. • City Trade & Industries, Ltd. • Delca International Corp. • A. De Swaan, Inc. • Robert Fitzpatrick & Co. • Gillespie & Co. of New York, Inc. • Hanson & Orth, Inc. • O. G. Innes Corp. • Iselin-Jefferson Co., Inc. • Jute Industries, Ltd. • Lou Meltzer • Pak-Am Inc. • R. L. Pritchard & Co. • Ralli Trading Co., Inc. • Revonah Spinning Mills • Stein, Hall & Co., Inc. • White Lamb Finlay Inc. • Willcox Enterprises,

Circle No. 37 on product information card

Circle No. 38 on product information



Holophane's Round PAL– a recessed incandescent luminaire that's styled for you...

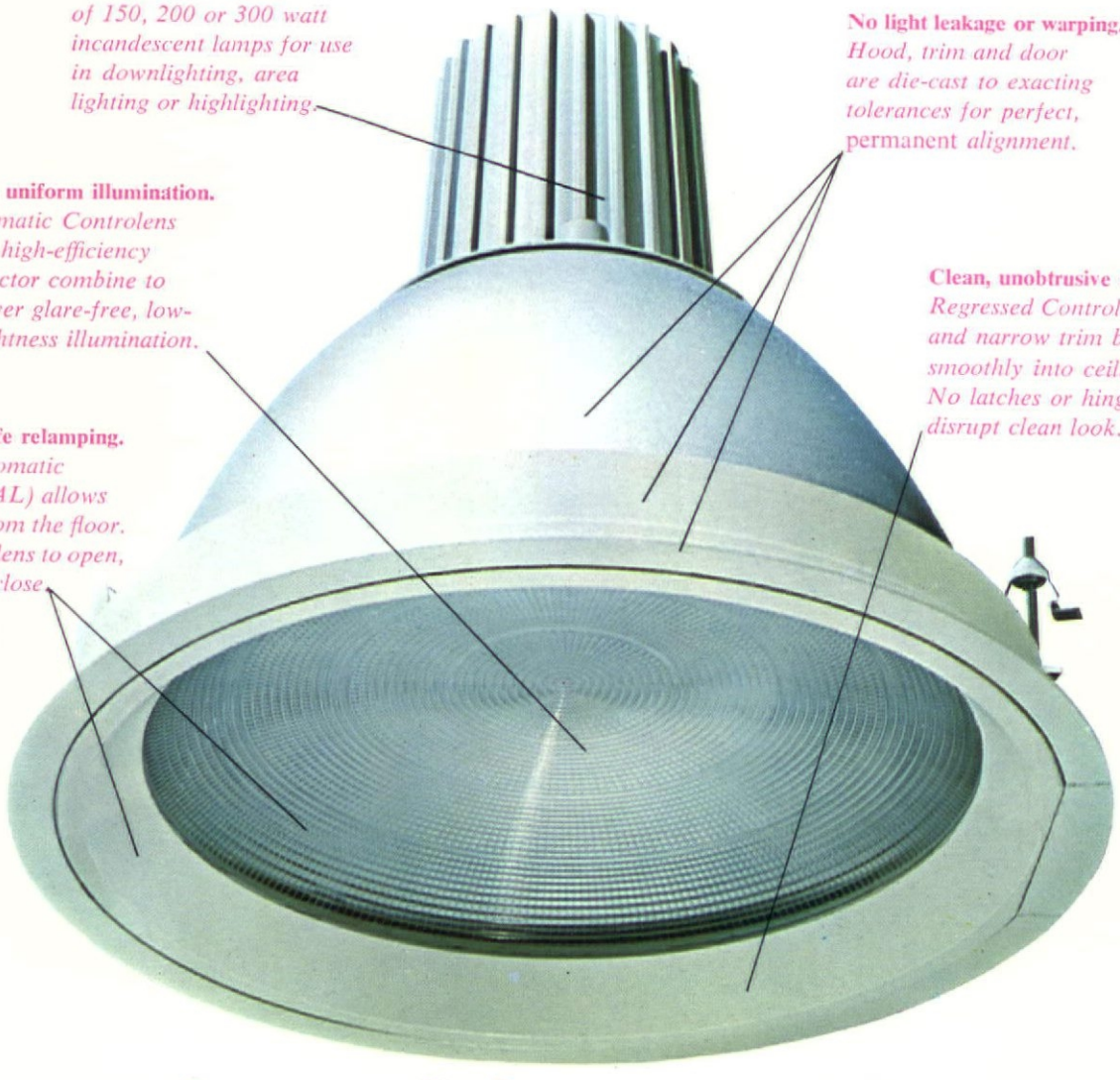
Versatility. *Adjustable collar permits choice of 150, 200 or 300 watt incandescent lamps for use in downlighting, area lighting or highlighting.*

No light leakage or warping. *Hood, trim and door are die-cast to exacting tolerances for perfect, permanent alignment.*

Soft, uniform illumination. *Prismatic Controlens and high-efficiency reflector combine to deliver glare-free, low-brightness illumination.*

Clean, unobtrusive styling. *Regressed Controlens® and narrow trim blend smoothly into ceiling. No latches or hinges disrupt clean look.*

apid and safe relamping. *ositive Automatic atching (PAL) allows lamping from the floor. mply push lens to open, sh trim to close.*



engineered for your clients.

With Holophane's Round PAL®, all you see in the ceiling is a sweep of cleanly-styled rim. Even the prismatic lens is concave, recessed well above the ceiling line. No clips, latches or hinges interfere with your interior.

Above the ceiling, Round PAL is engineered for maximum lighting flexibility, dependable performance, long service life.

Specify Round PAL to enhance the decor of fine stores, lobbies, restaurants—wherever you want the warmth and true color values of glare-free incandescent lighting.

Write for a full-color brochure on this distinctively styled, high performance luminaire. Dept. J-10, Holophane Company, Inc., 1120 Avenue of the Americas, New York, N.Y. 10036.

Round PAL by

HOLOPHANE

The place:



The luxurious
Marina Manor,
Lake Minnetonka, Minnesota

The men:



(l to r) Dick Anderson
Owner, Anderson's
House of Furniture;
James Nelson,
Manager,
Marina Manor

The carpets:



Bigelows. Handsome Bigelows in a variety of colors are installed throughout this stylish hotel. The striking colors are Gold Tweed, Red Tweed, Avocado and Frost Beige

Why are hotel managers like James Nelson of the Marina Manor sold on Bigelow? Because they found out that for every office, hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem at no charge. Simply call your nearest Bigelo sales office. Or write Dept. A., 140 Madison Av nue, New York, N.Y. 10016. Find out for yours why

people who know buy Bigelow

Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Sea

Circle No. 39 on product information card



Take walnut. Shape it beautifully in the Italian mode. Finish it in marvelously warm brown. Hand stripe it with gold. Voilà.

Avanti

American of Martinsville's elegant craftsmanship par excellence. Luxury. High fashion, at prices to fit your budget. See for yourself in one of our showrooms: in New York, Chicago, San Francisco, Dallas, Atlanta and Martinsville. Or send 25¢ to Dept. C-3, American of Martinsville, Martinsville, Virginia for details and brochure.

AMERICAN OF MARTINSVILLE



"Oh Mr. Fitzmorris, thank you for the posy-pink carpet of Herculon in my office. And have a good evening at home, sweetie."

Does carpet of Herculon* olefin fiber stand up under coffee breaks, conferences, high heels and traveling salesmen? Yes. Carpet of Herculon is exceptionally long wearing even under the heaviest traffic. Lab and "in use" tests show that Herculon matches nylon in long wear and abrasion resistance. And is far more abrasion resistant than acrylics or wool.

Does carpet of Herculon need pampering like secretaries? No. Herculon is the easiest-to-care for, easiest-to-clean of all carpet fibers. It's so chemically inert, so moisture resistant, stains and soil tend to stay on the surface until they are wiped clean. Reduces maintenance costs to a minimum.

Do clients have to be rich to install carpet of Herculon? No. Herculon can save them as much as $3 per square yard below competitive carpet fibers of comparable bulk and construction.

Does carpet of Herculon look like your clients are rich? Yes. It looks like a million dollars. In beautiful colorfast solids, multicolors and patterns. And a pile so densely packed, they'll find it hard to believe this is contract carpet. Of course all carpe of Herculon is practically static-free.

Is carpet of Herculon the most brilliant advance in contrac carpet today? Yes. And it's available at the best carpet mills i the country.

What is the name of Mr. Fitzmorris' secretary? (Sorry we can not reveal that classified information)

But for anything else you want to know about commercial ca pets of Herculon or for a free copy of the new Architect/De signer's Guide to Carpet of Herculon, simply call, write or vis Fibers & Film Department, Hercules Incorporated, 380 Madiso Avenue, New York, N.Y. 10017. OX 7-0010.

Is there a carpet that has all the answers? Yes.

Since when? Since Herculon.*

The No. 1 polypropylene fiber for contract carpets.

*Registered trademark of Hercules Incorporated, Wilmington, Delaware for its olefin fibe

HERCULES

FT 66

Circle No. 42 on product information card



Luxury without bulk. Scaled to today's architecture. Comfort in full measure. FOCUS GROUP by Harter.

HARTER

Harter Corporation, Sturgis, Michigan 49091

The FORUM GROUP



Creatively engineered for strength and substance without bulk. Comfort in the Harter tradition. FORUM GROUP by Harter. For complete information about Harter FORUM and FOCUS seating, write today.

HARTER

Harter Corporation, 1130 Prairie, Sturgis, Michigan 49091
Briones-Harter, S.A., Lago Iseo 96, Mexico 17, D.F. Also Manufactured in Canada

a fine club dining room

HARDWICK CARPETS



n elegant feast
or the eyes . . .

he Bundhar Imperial by Hard-
ick . . . a beautiful pattern in
richly colored all wool carpet.

he Meadowlands Country Club
n Blue Bell, Pennsylvania,
ecently added a look of hand-
ome elegance to its dining
oom by installing Hardwick's
undhar Imperial.

he look and feel of luxury can
e yours with Hardwick carpets.
ardwick carpets — the best of
ood taste, resilient and dur-
ble. Rarely need cleaning and
sy to care for when they do.

ardwick . . . the compact carpet
ill . . . where you can get cus-
m carpet woven to your speci-
cations . . . the widest choice
. . the fastest delivery . . . and
e most advantageous price.

PURE WOOL PILE

Send $1.00 for Hardwick's new "Carpet Selector" . . . In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.



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icago • Dallas • Detroit • New York • San Francisco • Los Angeles

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Gentlemen: Please send me your new "Carpet Selector" . . . the contract carpet guide prepared as a Hardwick professional service. Find $1.00 enclosed.

Name_____

Firm Name_____

Address_____

City_____ Zone_____ State_____ C

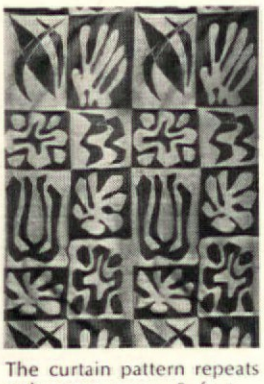
Circle No. 44 on product information card

ircle No. 43 on product information card

The Day of the Hanging

at the new Lincoln Center Metropolitan Opera

We did it... and we're proud of it. The hanging took place on Thursday, August 11th, 1966 ...about one month before the official opening of New York's new Metropolitan Opera at Lincoln Center. A hush fell over the widely scattered audience of carpenters, electricians, stonemasons, acoustic engineers, and sundry musicians, spear carriers, throaty coloraturas, tenors and bassi profundi. All eyes turned as one to the proscenium where for many days artisans laboriously erected the scaffolding for the hanging that was to come.



The curtain pattern repeats only once every 9 feet.



Making Jacquard cards at our Midland Park, N. J. Weaving Mill.

Now the hanging was completed. The scaffolding had been removed and there hung the breathtakingly beautiful curtain of the new Met... masterfully executed by us, F. Schumacher & Co.

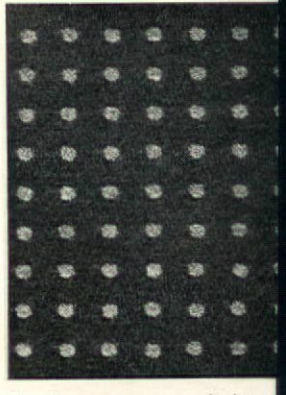


Final inspection to catch even a tiny flaw.

It took six challengin months at our Midland Park New Jersey mill to weave th more than 1,000 yards o silken beauty that grace th stage of this new mecca o the world's devotees o l'opera.

Mr. Frederic Schumache who founded our Company in 1895, would b rightly proud of our latest decorative triumph

We would just like to add that you'll be sitting on a Schumacher fabric too, if you're a box seat patron... and you'll observe many other distinctive Schumacher fabrics hither and thither in this spectacular new Opera House. If you're among the mourners of the Old Met, tak heart. You'll be more than pleased with its suc cessor in New York's majestic Lincoln Cente



The box seats are upholstere in this handsome dot mot

Schumacher's

FABRICS | CARPETS | WALLPAPERS

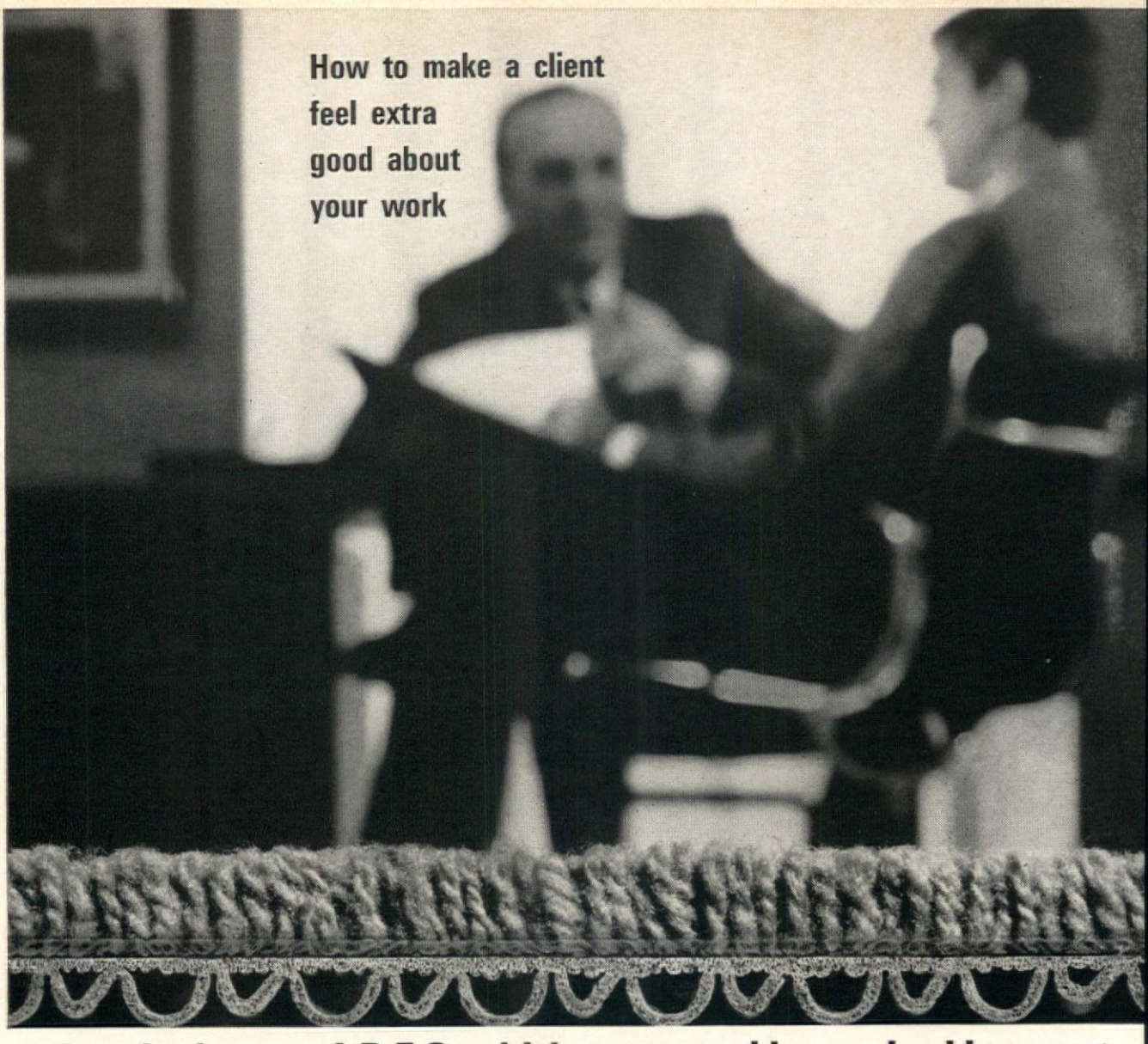
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T TO RIGHT: BALLAD, ENVOY AND BARONET IN ONEIDA LTD. SILVERSMITHS EXTRA HEAVY WEIGHT AND CROYDON IN ONEIDA LTD. HEAVY WEIGHT.

ancient Rome a cube placed in the hand of a visitor was a token of welcome. Its name—
ssera Hospitalis. Appropriately, this age-old custom provided the inspiration for Oneida's proud
rk of Excellence, beauty and craftsmanship. A warm welcome is expressed by the silver-smoothness,
mfortable balance and weight of Oneida Silverplate. You'll like the extra value of Oneida's
clusive balanced plating process. It puts more silver on wear points for longer service, greater
onomy. Guests like the smart patterns. Choose the one that complements your decor in
VERPLATE BY ONEIDA SILVERSMITHS.

MARK OF EXCELLENCE

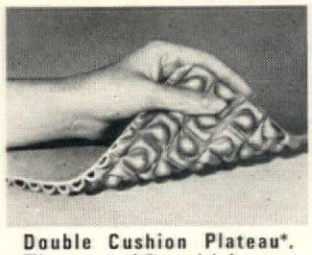


Put the luxury of B.F.Goodrich sponge rubber under his carpet.

It's real luxury, too. Because the completely uniform cell structure of BFG's high-grade rubber ingredients give a unique plus in absorbing shock and resisting compression. All BFG cushion is guaranteed without time limit and it all has the exclusive Duraseal® finish that locks out dirt. You'll find a BFG cushion to meet every client demand and price range. Several are shown below. For information about the others in the line and samples, write, using your company letterhead, to: The B.F.Goodrich Company, Consumer Products Marketing Div., 500 South Main Street, Akron, Ohio 44318. Or phone us. Our number in Akron is 216 BL 3-1171.



Springlawn. Medium-priced BFG cushion with a non-woven fiber-backing.



Double Cushion Plateau*. Firmness of flat with luxury of ripple. BFG exclusive.



Super Ripplelawn. Hefty, durable. Net facing for superior strength, easy installation.



Heiress. BFG cushion lowest in price, not thickness. Net facing, easy installation.

*Patent applied for.

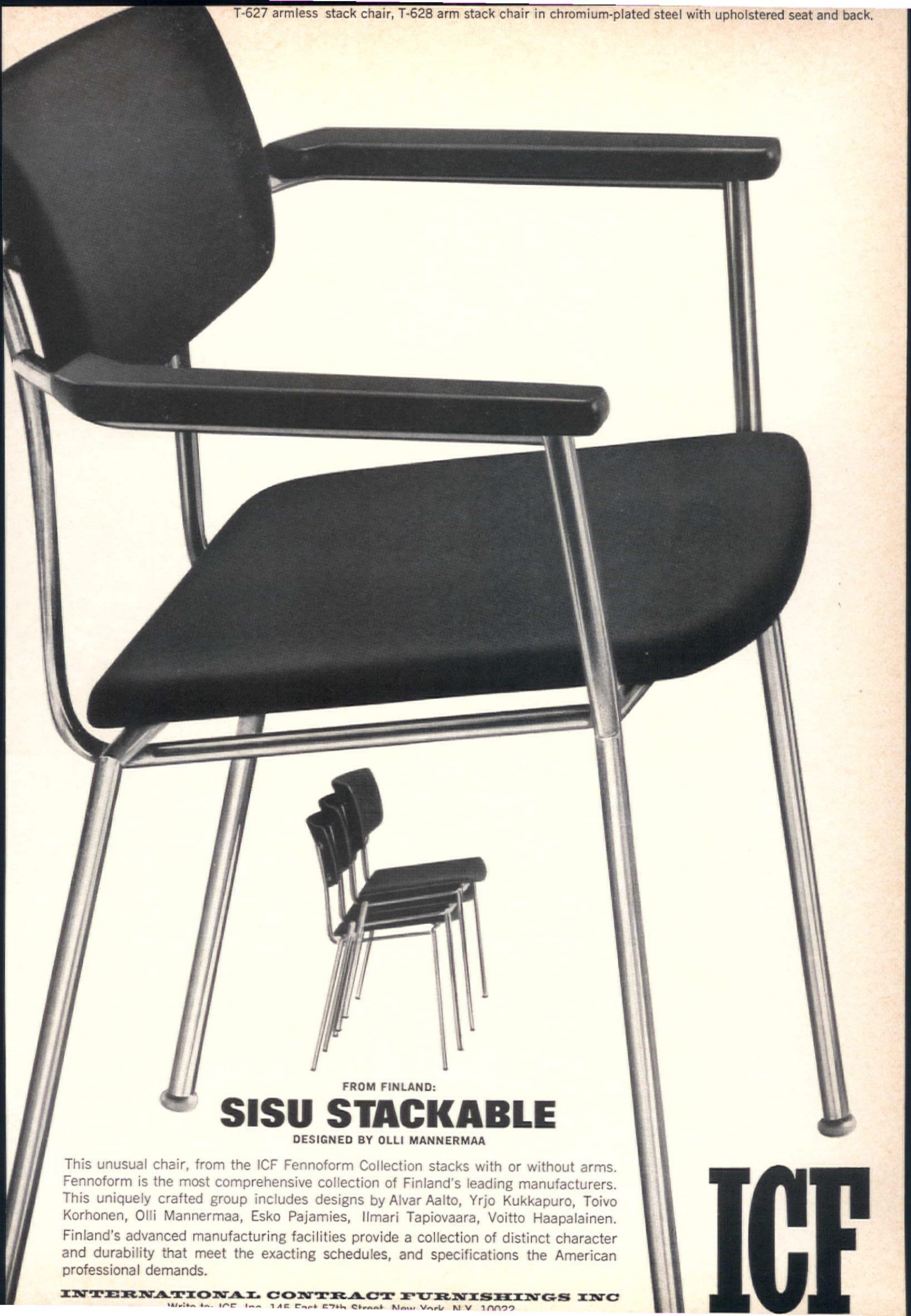
B.F.Goodrich

Consumer Products Marketing Division

vinyl products • sponge products • foam products • specialty products

Circle No. 47 on product information card

T-627 armless stack chair, T-628 arm stack chair in chromium-plated steel with upholstered seat and back.



FROM FINLAND:

SISU STACKABLE

DESIGNED BY OLLI MANNERMAA

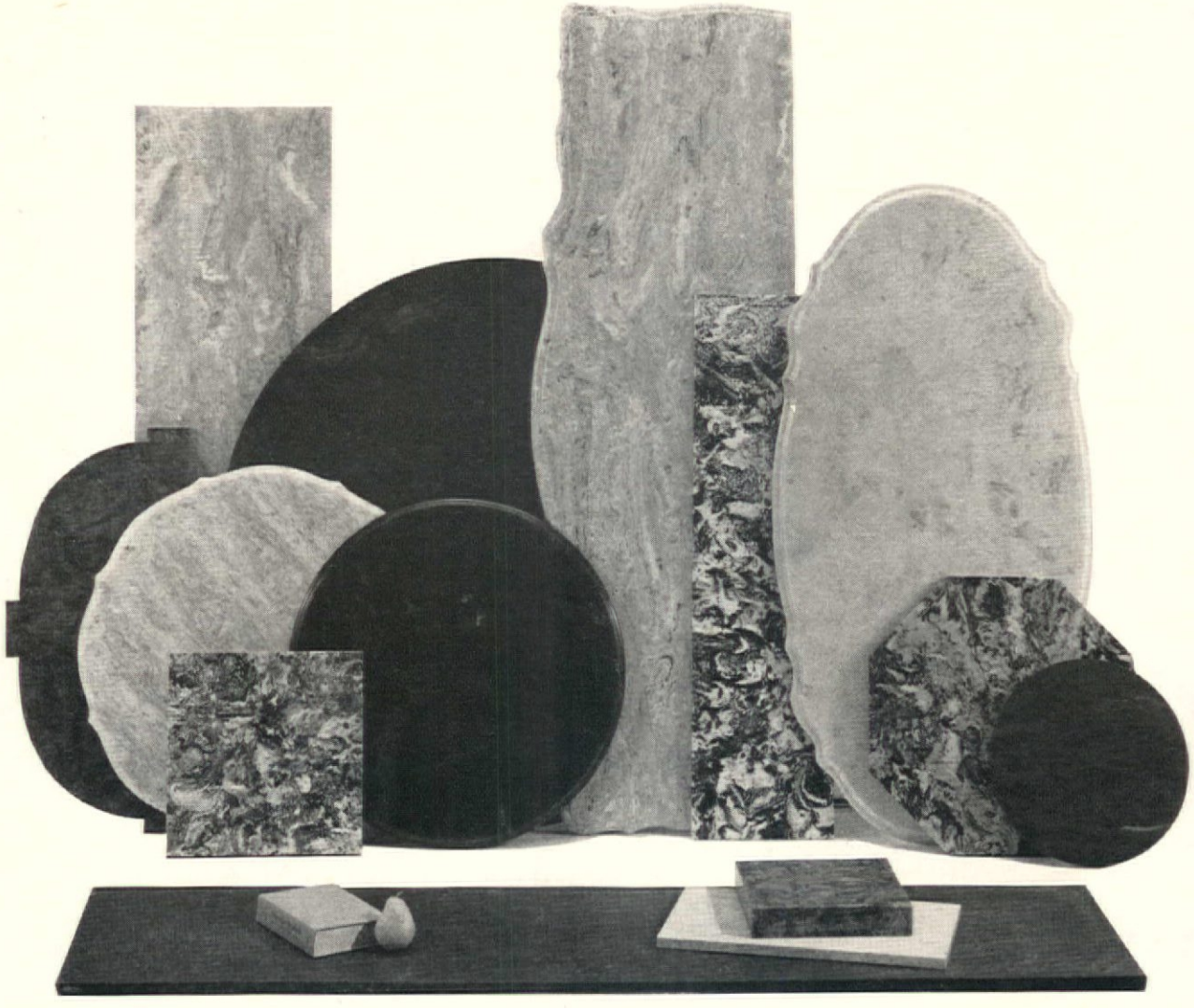
This unusual chair, from the ICF Fennoform Collection stacks with or without arms. Fennoform is the most comprehensive collection of Finland's leading manufacturers. This uniquely crafted group includes designs by Alvar Aalto, Yrjo Kukkapuro, Toivo Korhonen, Olli Mannermaa, Esko Pajamies, Ilmari Tapiovaara, Voitto Haapalainen. Finland's advanced manufacturing facilities provide a collection of distinct character and durability that meet the exacting schedules, and specifications the American professional demands.

INTERNATIONAL CONTRACT FURNISHINGS INC

Write to: ICF, Inc. 145 East 57th Street, New York, N.Y. 10022

ICF

At one time Custom Marble could be found only on fine furniture



Now Custom Marble is available to the contract field!

. . . for vanity and dressing table tops, hotel furnishing and replacement, dresser and special area furniture, motel an restaurant tables.

Custom Marble . . . the only cast marble perfected to meet the high quality and delivery standards demanded by the furniture industry. The original cast marble used by virtually all major furniture manufacturers including both the top prestige and the major mass production factories. Now, Custom Marble is available for commercial/institutional interiors. Custom Marble and Glenstone tops have been placed in over 40 of the nation's finest hotels, motels and apartment houses. So you can be confident with Custom Marble. A proven dependable product with several definite advantage over quarried products. It's more versatile and durable it can be colored and formed to suit your needs . . shipped without excessive breakage. It is impervious to such common hazards as alcohol, lipstick, coffe and lemon juice. And, our service is as dependable a our product. Let Custom Marble help you create mo attractive interiors with no problems. Write now:

Custom Marble Company

Exclusive creators of Custom Marble ® and Glenstone ®

P.O. Box 808 Morganton, North Carolina

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NEW HERCULON*
10th GAUGE DENSITY

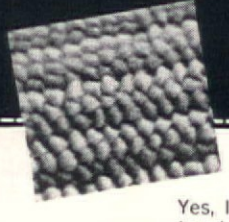
engineered for the tough jobs!!

Crown Tuft Carpet offers architects, contract designers and commercial specialists another industry first with this new dimension for the ultimate in pure commercial specification, endurance, density, and beauty.

☐ THE ULTIMATE
AND ☐ ARCHITECT'S CHOICE

110 tufts per square inch (142,560 tufts per sq. yd.) of famous Herculon olefin fiber pile make these two carpets virtually static free and impervious to most stains. Complete versatility plus this spectacular new 10th gauge density to assure easy maintenance. Dirt and grit are locked out by the tightly packed pile surface. Here at last from Crown Tuft Carpet is the ideal carpet for hospitals, schools, lobbies, dormitories . . . any installation requiring outstanding and trouble-free performance!

Also available in continuous filament differential and space dyed colorations in COMMERCIAL ADVENTURE, COMMERCIAL SUPREME or MARK X qualities. All five members of the new Crown Tuft Carpet 10TH GAUGE commercial series are fully guaranteed. All are available in popular widths with either double jute backing or cushy high density foam rubber backing.



CLIP COUPON FOR FREE SWATCH AND FOLDER

Crown Tuft Carpet, Inc. (Contract Division)
444 N. Hamilton St. • Dalton, Georgia 30720

Yes, I'd like to see if your 10th Gauge carpet is as tough as you say. Send me a swatch and folder for:

☐ THE ULTIMATE ☐ ARCHITECT'S CHOICE ☐ MARK X
☐ COMMERCIAL SUPREME ☐ COMMERCIAL ADVENTURE

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CROWN TUFT CARPET, INC.

* REGISTERED TRADEMARK OF HERCULES POWDER COMPANY, WILMINGTON, DELAWARE, FOR ITS OLEFIN FIBER.

ATLANTA • CHICAGO • DALTON • DENVER • LOS ANGELES • NEW YORK • SAN FRANCISCO • SEATTLE



Particular About Partitions?

Rely on the Beauty and Practicality of MISSISSIPPI GLASS

Translucent, light diffusing glass provides architects, designers and decorators with an inspiring new medium that accents their abilities and creates partitions of lasting beauty and individuality. Right in so many places—so many ways—figured glass creates striking effects not possible with any other glazing material. And Mississippi makes available a wide variety of patterns qualified to solve any partition problem, while combining primary functions of transmitting light, yet adequately protecting privacy. See your Mississippi glass distributor.



(Top)—New PROFILITE channel glass, attractively employed in office partition o Henry A. Corsini, Bankers Insurance Building, Macon, Georgia.

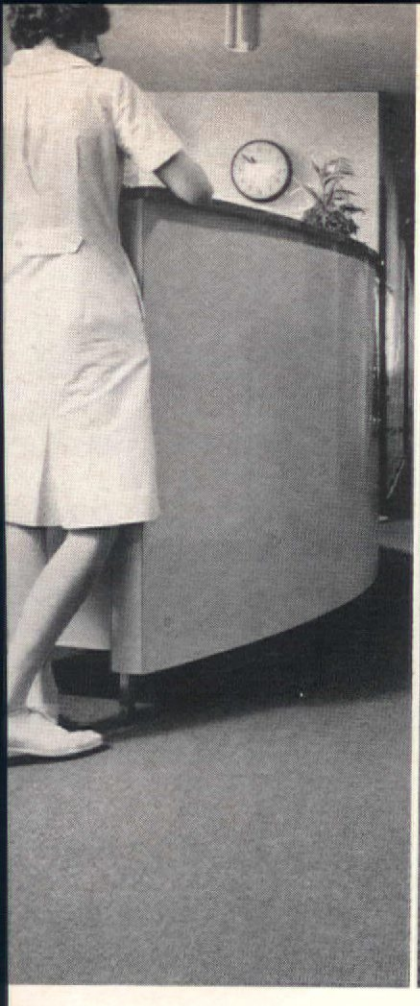
Rhythmic partition of Mississippi glass glazed in Hauserman movable partition Photo courtesy The E. F. Hauserman Company, Cleveland, Ohio.

MISSISSIPPI GLASS COMPANY

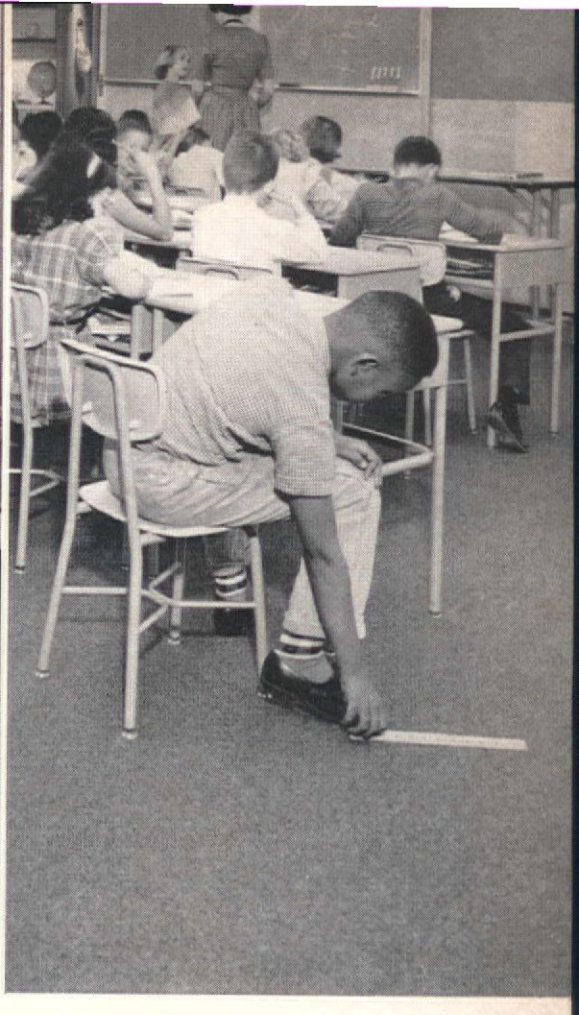
88 Angelica Street • St. Louis, Missouri 63147

LARGEST DOMESTIC MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

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Here's DENSYLON—
he new floor covering that's obsoleted tile nd carpet for high-traffic areas

gineered for commercial use with A.C.E.† nylon

Not only is our revolutionary new NSYLON* different than any other kind loor covering—it's *better.*

etter for *every* area of *every* kind of ding—schools, hospitals, offices, res- rants (even restaurant kitchens!).

asier maintenance is one reason. Dirt, ne, or soil can't penetrate DENSYLON's a-tight-twist, high-density nylon pile. kind of spillage—fruit juice, honey, hot grease—wipes right off with a p sponge. DENSYLON vacuums clean ew with half the strokes required by et. And the savings on never having to b or wash or wax a bare floor will pay a DENSYLON installation in just a few s!

uperb appearance is another reason. NSYLON comes in a broad range of dsome colors and patterns. It has all warmth and luxury of carpet—but e of its disadvantages. And, unlike tile, NSYLON can't be marred, or scratched, ented. Even by spike heels or heavy res.

For comfort and quiet, DENSYLON is permanently and integrally bonded to a 3/16" B. F. Goodrich sponge-rubber backing (note—that's *sponge,* not foam.) It carries a lifetime guarantee. DENSYLON can never ripple or buckle. *Big benefit:* when things (or people) fall, they land on a *cushion.*

Finally, there's wear. Or rather, *no wear.* Because *no* DENSYLON *installation has ever worn out.* Even at the G.E. World's Fair Exhibit where 15 million people trudged over DENSYLON. DENSYLON can be put in the heaviest traffic areas without showing "traffic lanes."

CCC is the world's largest exclusive manufacturer of commercial carpet. We make miles and miles of conventional carpet. Every fiber, every construction. For those areas that require conventional carpet, we recommend it. Now we're making miles and miles of DENSYLON. For where tile used to go. For where carpet never could.

We have the industry's largest staff of floor-covering specialists out in the field. One of them will be happy to explain why revolutionary new DENSYLON is making everything else obsolete. Or, we'll mail you the facts. Use the coupon. Now.

**CCC's trademark for its sponge-bonded, high-density nylon carpet*

CCC
10 West 33rd Street
New York, New York 10001 Dept. C-10
Attention: Mr. Oliver A. Wyman

☐ Send facts on revolutionary DENSYLON for following type of structure_____.
☐ Have representative give us estimate on approximately _____ square yards.

Name_____

Title_____ **Phone**_____

Organization_____

Address_____

City_____ **State**_____

†Trademark: Allied Chemical Corporation

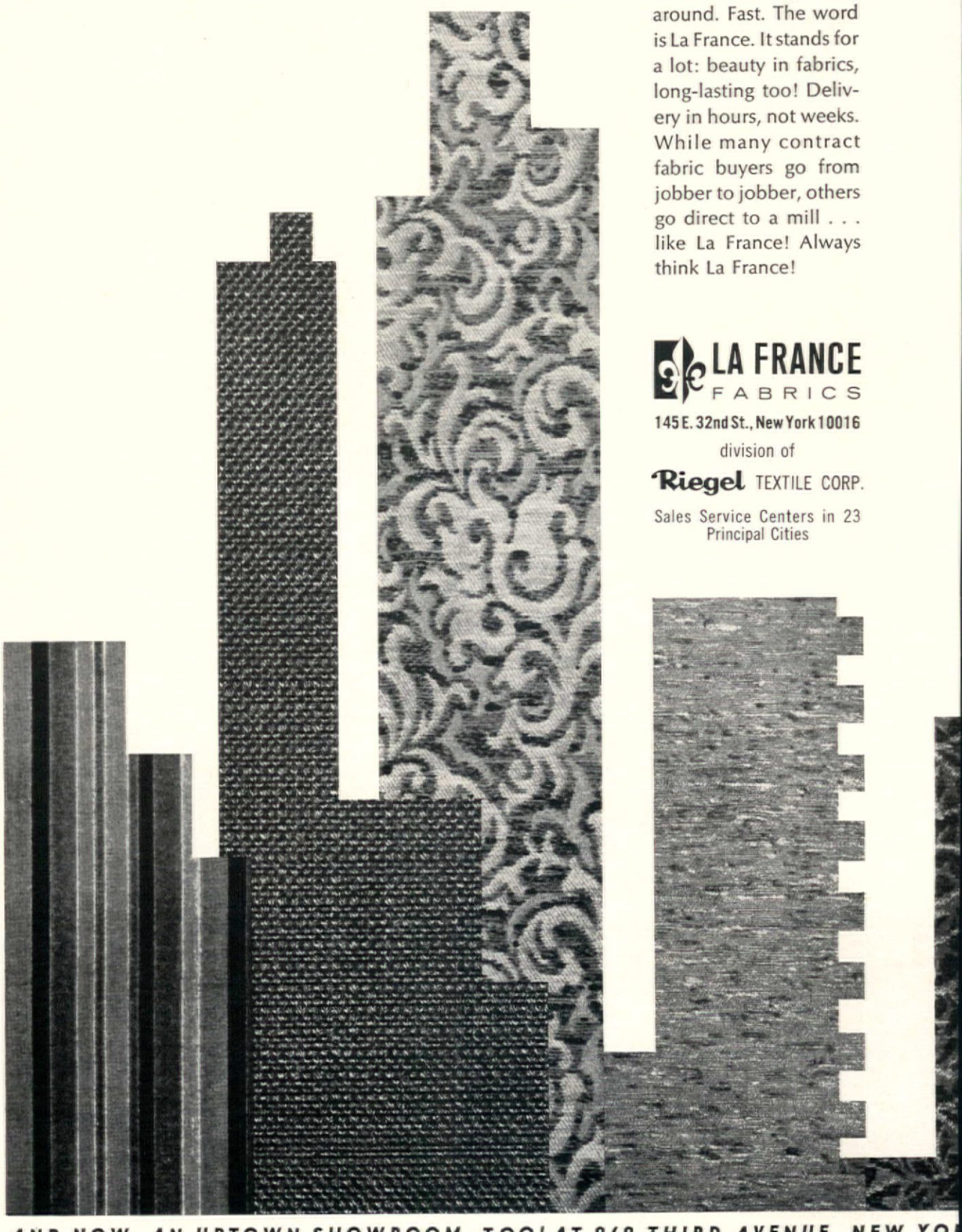
Densylon
MANUFACTURED BY CCC WITH A.C.E. NYLON

rcial Carpet Corporation, New York City, Chicago. In Los Angeles, **Pacific Commercial Carpet Corporation.** Canadian Affiliate: **C. C. Carpet Co., Ltd.,** Woodstock, Ontario

Circle No. 52 on product information card

TALK OF THE TOWN...

The word is getting around. Fast. The word is La France. It stands for a lot: beauty in fabrics, long-lasting too! Delivery in hours, not weeks. While many contract fabric buyers go from jobber to jobber, others go direct to a mill . . . like La France! Always think La France!



LA FRANCE FABRICS

145 E. 32nd St., New York 10016

division of

Riegel TEXTILE CORP.

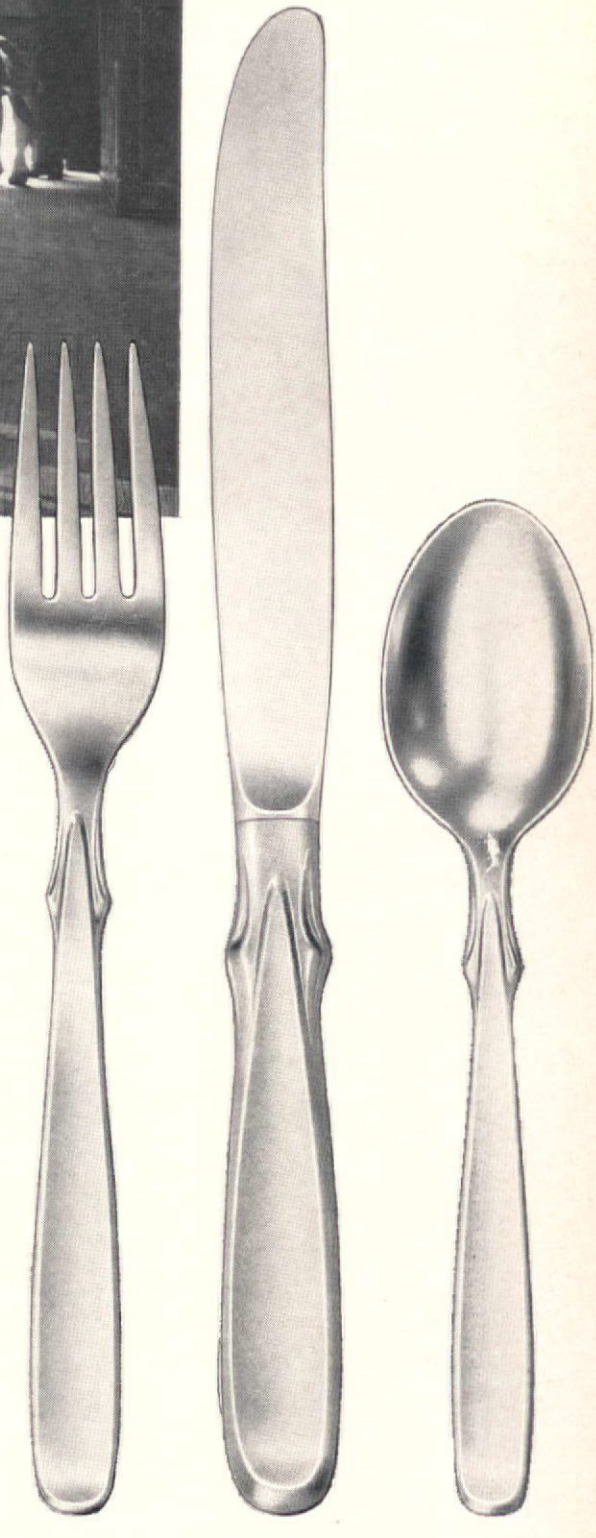
Sales Service Centers in 23 Principal Cities

AND NOW, AN UPTOWN SHOWROOM, TOO! AT 969 THIRD AVENUE, NEW YO

Circle No. 53 on product information card



Photographed in one of New York City's most unique restaurants, The Sign of the Dove. Pattern selected by the owner, Dr. Joseph Santo, is handsome SPHERE, suggested by Federal Restaurant Supply Company, Inc., a Certified International Silver Dealer.



next to food
the most important thing
on any table is

INTERNATIONAL SILVER

Hotel Division

THE INTERNATIONAL SILVER CO.

Meriden, Conn.

Makers of the most complete line of silverplate and stainless steel, flatware and holloware. **See Your Certified International Silver Dealer.**

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Sell another mattress over Texfoam®?

Better sleep on it!

A Texfoam mattress core is genuine latex foam. That means comfort for the sleeper, less trouble for your customers and a better reputation for you.

A mattress with a Texfoam core won't sag, lump or break down, won't lose its shape. The quality is guaranteed—in writing—and the compression is always exactly as ordered (medium, firm and extra firm).

Texfoam mattresses are odorless, non-allergenic and bacteria can't live in them. What's more they are easy to make up, never need turning and are a snap to move from room to room, even bending around corners.

Sleep on these facts and a Texfoam mattress and you'll sell Texfoam every time. For specifications or more information write: The B.F.Goodrich Company, CPMD, 500 South Main Street, Akron, Ohio 44318.

Your reputation rests better on Texfoam.

B.F.Goodrich

Consumer Products Marketing Division

vinyl products • sponge products • foam products • specialty products



Circle No. 55 on product information card

Circle No. 56 on product information c



CONQUEST

Handsomely designed and sculptured in solid aluminum.
For lasting beauty and durability.
Choice of finishes and decorator fabrics.
Write for free color catalog.

scroll

SCROLL, INC., 800 N.W. 166th STREET, MIAMI, FLORIDA 33164
A SUBSIDIARY OF KELLER INDUSTRIES INC., MIAMI, FLORIDA

NEW YORK, Scroll, Inc., The Decoration and Design Building / **CHICAGO**, Scroll, Inc., Merchandise Mart / **LOS ANGELES**, Clark & Burchfield, Inc.

OTHER SHOWROOMS: BALTIMORE, Royal Furniture Co./CINCINNATI, Decorator's Furniture Showrooms, Inc./CLEVELAND, Tom Sinks Furniture Co./DALLAS, Hersman & Co./DENVER, Furniture Galleries/GRAND RAPIDS, Wolverine Show Rooms/INDIANAPOLIS, Murray Showrooms, Inc./MIAMI, Decorator's Showroom/NASHVILLE, Percy Cohen Furniture/PHILADELPHIA, Furniture Industries Mart, Inc./PITTSBURGH, Marforth Showrooms, Inc./SAN FRANCISCO, McCune Showroom/SYRACUSE, Penfield Manufacturing Co./WASHINGTON, D.C., Decorator's Showroom

Neither wind, nor rain, nor sleet, nor hail can affect the great outdoors carpet made with Poly Bac.

(Just think how great Poly Bac is in indoor carpets.)

What made outdoor carpeting possible?

Man-made yarn that could withstand the hazards of nature.

And a primary backing–Poly Bac, that could do the same.

The very same Poly Bac now being used in over 100 major (indoor) carpet lines.

And small wonder. Considering the advantages it offers.

For example. Poly Bac is impervious to humidity. (It's as much a problem indoors as it is outdoors.)

Result: carpet shrink and buckle is minimized. So too, are restretching costs.

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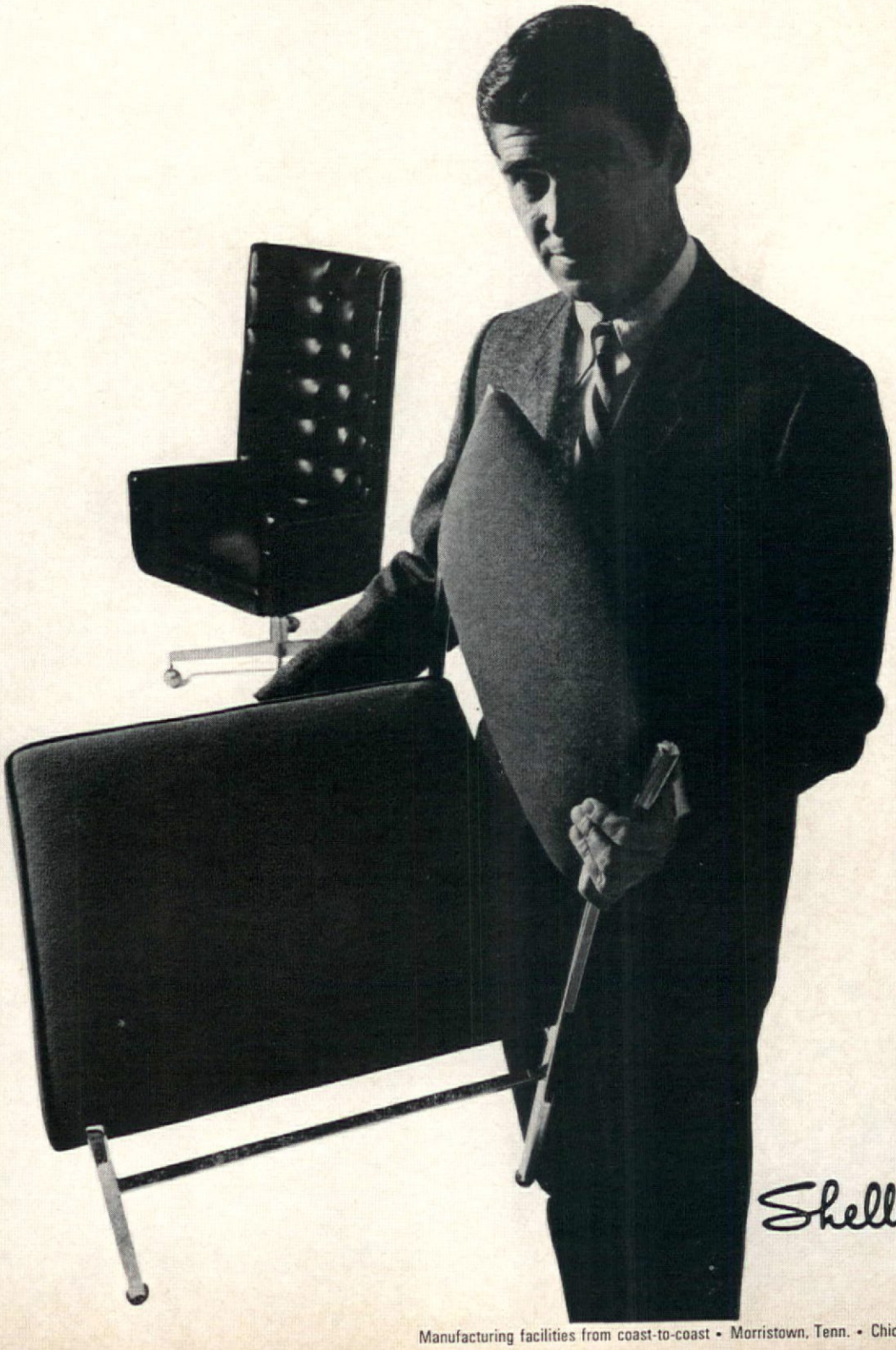
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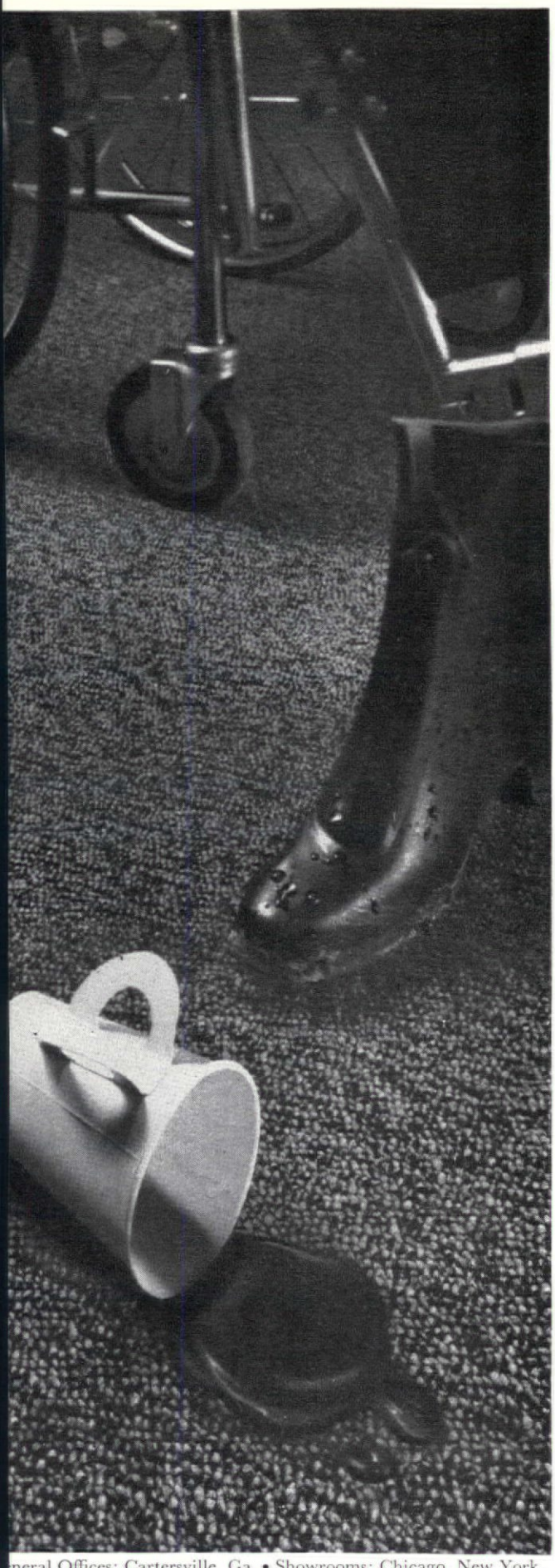


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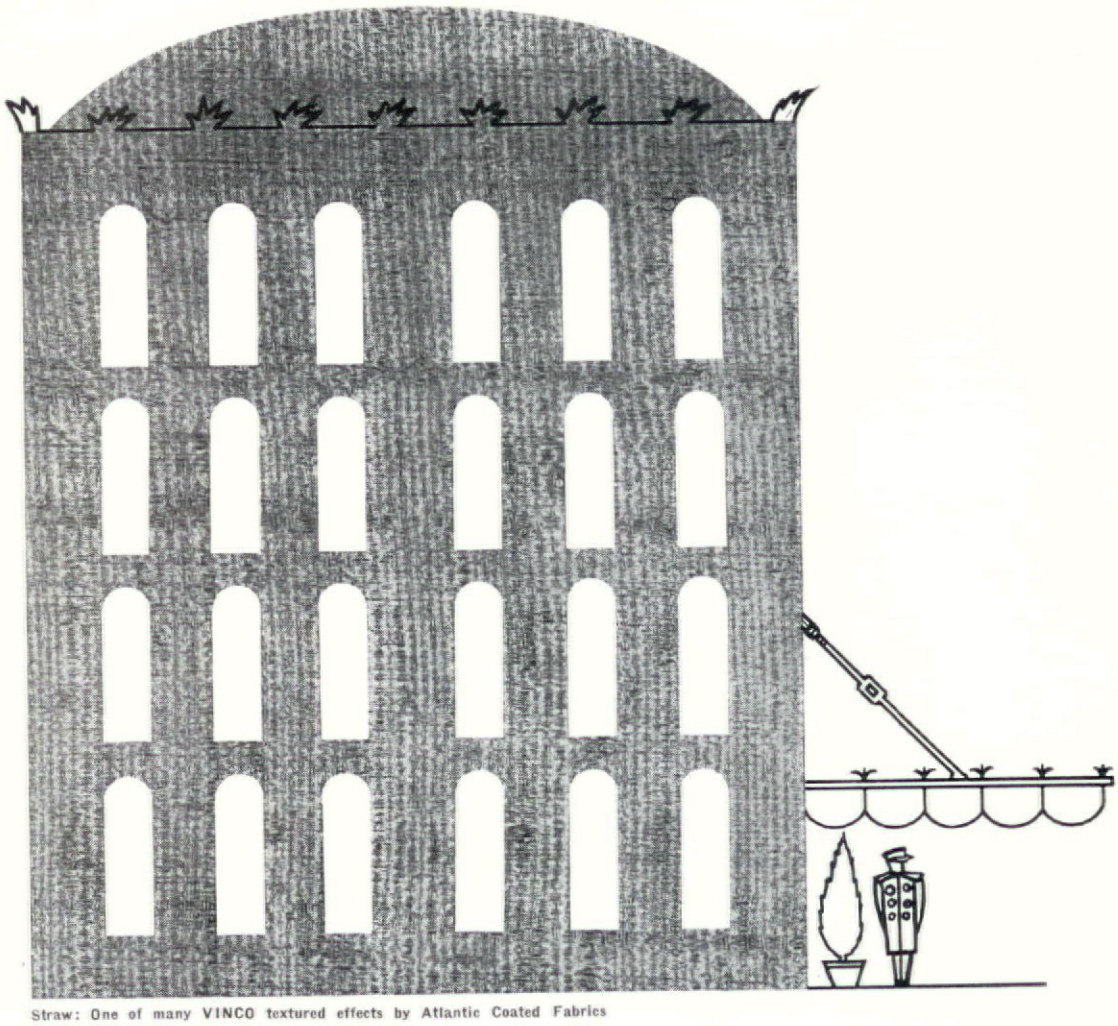
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HOTEL SHOW-'67 EDITION

THE rocketing growth of the commercial/institutional furnishings field during the '60s is dramatically evidenced in next month's National Hotel & Motel Exposition. The show's fourth floor this year will feature 168 exhibitors, occupying 249 spaces, in furniture, furnishings, and decorative accessories. This is an increase of 92 exhibits over last year's show, and a whopping rise of 100 percent more exhibits than the 1959 exposition, which was the first to devote a whole floor to contract furnishings and to introduce the two major institutional displays—Rooms of Tomorrow and Designs for Dining. In addition to these impressive figures, 20 percent of the exhibits on the third floor at next month's show will be devoted to contract furnishings, 50 percent of the exhibits on the second floor, and another 20 percent on the first.

In short, the NH&ME has changed in seven short years from an annual trade exposition dominated by food and food engineering machinery to one where contract merchandise actually rivals "the back of the house" equipment, that is to say, products for kitchens, maintenance, and housekeeping. What this enormous percentage gain in exhibit space reflects is the boom in new construction and in renovation that has taken place in the past ten years. Where hotel management was formerly concerned with administrative problems, today its interest in commercial/institutional furnishings is intense and continuous. The trend has been to work more and more closely with the contract designer. This collaboration has been forced on it by the increasingly competitive situation in the hotel field, where today decorative style is just as important as food and service for attracting guestroom and restaurant traffic.

NH&ME has, as a result, grown into a major market place for hotel and institutional buyers engaged in what has become one of their major preoccupations—the planning and furnishing of new establishments and the renovation of older ones. In this setting, the function of Rooms of Tomorrow and Designs for Dining, which are explored and illustrated in the following pages, becomes increasingly significant. Both exhibits lend themselves to new and existing premises; in Rooms of Tomorrow the Town House suite is expressly planned for renovations, and in Designs for Dining, the complete plan of any one of the five rooms can be adapted with relative ease to the eating place in need of sprucing up. Over and above these types of establishments, the hotel show, which will occupy the New York Coliseum from November 7 to 10, is a first-rate showcase for furnishings of other types, needed in planning old-age homes, dormitories, public buildings, and so forth. Some of these products, a minor fraction of what will be presented at the show, are published in the following section. (**C**)







ROOMS OF TOMORROW

ELLEN LEHMAN McCLUSKEY CREATES SHOWCASE SUITES FOR URBAN AND RESORT HOTELS IN 1967 ANNUAL EXHIBIT

For nine successive years, leading designers and manufacturers have joined in exposing the potential of their products and services to the hotel-motel industry in the annual Rooms of Tomorrow exhibit. A major feature at the National Hotel-Motel Show held at the New York Coliseum, the Rooms of Tomorrow have been in the past, sometimes bold, sometimes dramatic, but always an imaginative index to solutions of guestroom design and refurbishing.

This year's thematic scheme again centers on two major types of guest accommodations, that of the city-based hotel in need of a face-lift, and the new motel catering to resort trade. Providing a link to the two showcase suites is a lobby and atrium, meticulously planned by Ellen Lehman McCluskey who was chosen to design the 1967 exhibit. Charles Luckman of Charles Luckman Associates collaborated as architectural design consultant.

Since the lobby more than any other hotel area inspires the first impression, designer McCluskey has definite views as to what it should portray. She predicts smaller, more subtle and hos pitable spaces in which architectur details create the desired openness. keeping with this view, the lobby the Rooms of Tomorrow is fresh contemporary, both in its furnishin and color treatment of pewter, gu metal, black and white. A wire me screen divider, strongly architectur in detail, sets apart the atriu Glimpsed through the screen, t atrium could be utilized as a pub area for cocktails or dining.

The focal point of the exhibit, t Townhouse suite, is the answer to u









Living room of the Townhouse suite (opposite page) is the result of combining two small rooms of an older urban hotel, transforming them into a spacious suite with adjoining bedroom and bath (above). Colors of the living area are neutral: beige walls, champagne carpet, natural-toned sofa, enlivened by a vibrant flamestich pattern in bittersweet, black and pewter, as upholstery fabric and drapery. Since, hypothetically, the rooms' sizes conform to the dimensions of an existing hotel, designer Ellen McCluskey used space-saving devices to save footage and enlarge both the bedroom and bath. A continuous pattern of damask on walls, as draperies and bed coverlets, gives the bedroom a self-contained appeal. In the bathroom, a square tub forms a recessed niche for the toilet and adds floor space to the small quarters. Lobby design (left) incorporates architectural detailing, such as black laminate paneling interspersed with pewter stripping and pebbled floor with black insets, complemented by contemporary furnishings and a color treatment of black, white, gunmetal, and pewter.











Holiday House suite gives design direction to the new motel still to be constructed and one that would cater to resort trade. The entire suite, comprised of living area, bedroom and bath, is characterized by an Oriental simplicity, though done California-style with sunny yellows against jet black and off-white for walls and floors. Living room resembles a patio in its use of a brick pattern on floors and paneled walls and, characteristic of outdoor living, overlooks the pool. Sofa units that double as beds are built into the corners, giving the room an octagonal effect that is aided by a round area rug. The adjacent bedroom picks up the art noveau floral motif of rug and throw pillows in the pattern of the window shade, thus tying the rooms together in a continuing black, white, and yellow color scheme. Holiday House bath (opposite page) is a showcase of luxurious new products, surprisingly practical in spite of their delicate appearance. Setting the theme are new bathroom fixtures with a stylized tulip design in relief that prompted the black tile insets of the white tile running fashionably up floors and walls. Grand in scale, the room has a sunken bath, ample dressing space, and a lucite chair upholstered in a bright gold.



dating the older urban hotel—decidedly urban in its solution. It is a gracious, spacious suite created out of two small rooms and restricted to the dimensions of a typical older hotel. Included is a large living area with a bar/kitchen at one end and an adjoining, separate bedroom and bath. The living room is well suited to informal business sessions or socializing with its traditional furnishings and air of civility. Furniture invites lounging and the muted background of pale vinyl walls, natural toned sofa, and champagne carpet is vitalized by a bold flamestitch pattern at windows and on arm chairs with ottomans.

Besides adhering to the smaller room size of an existing hotel, the adjoining bedroom considers the probability that the room is devoid of a view. To visually enlarge it and create a self-sufficient appeal, designer McCluskey used a continuous pattern on walls windows, and beds, a cognac and beige cotton damask. Accent tone in accessories is tangerine and furniture follows English-inspired lines.

The small scale shows up again in the bathroom where Mrs. McCluskey used a square tub rather than the conventional fixture to provide an alcove for the toilet, thereby adding footage to the cramped quarters. Furnishings and wallcoverings in a warm yellow scheme greatly enliven what was once an uninspired room.

Completing the idea display is the Holiday House suite, a patio/living area with spacious bedroom and bath, geared to travelers who will use the suite as a stopover vacation. The leitmotif is sunny Californian, brought about by the extensive use of yellow, sharpened by black accent in contemporary furnishings, with expanses of white in walls and floors. The living area is octagonal in feeling due to the built-in corner sofa units which open as additional beds.

A "no holds barred" approach was taken in the design of the adjoining bath since the designer was not restricted to a qualifying layout. Planned for a new motel, the bathroom is resplendent in its use of luxurious new products and accessories—a room that alone might influence a guest's memorable stay. (**C**)



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DESIGNS FOR DINING

OPULENCE IS THE OPERATIVE WORD IN DESIGNER DOBBINS' QUINTET OF NEW SETTINGS FOR 1967 ANNUAL EXHIBIT AT HOTEL SHOW



Jinx Dobbins, N.S.I.D. of Jinx Dobbins, Interiors Unlimited

A world of continental dining sets the scene for the 1967 Designs for Dining exhibit, annual feature at the National Hotel-Motel Show. Designed by Jinx Dobbins, who heads her own contract design firm in Houston, Texas, the Designs for Dining display illustrates trends and fashion in dining decor.

In planning the feature exhibit, designer Dobbins envisioned esoteric places, then transformed these international themes into a series of restaurants catering to five distinct types of service that range from haute cuisine and luxury tastes to a casual all-American cafeteria.

At the posh dining level, Miss Dobbins has created the Kashmir Room, inspired by Persian opulence for the restaurateur who specializes in haute cuisine. A gentlemen's club of British vintage inspired the Houndstooth Inn, tailored for executive lunches or cocktail trade and featuring a hearty menu. Something new to the annual exhibit is the Berghof, a ski lodge in atmosphere patterned after a fashionable Continental ski resort. As its name implies, the Maison Citron brings an elegant French ambiance to a dining room reserved for ladies' luncheons or cocktails. Rounding out the range of dining designs is the Greenhouse cafeteria along western American lines offering quick-service dining that is at once gay and efficient. **(C)**

Greenhouse Cafeteria

One of five settings at the annual Designs for Dining display is a sprightly quick-service facility (opposite), representing design trends of the south and western United States. Using a color mood as bright as a garden in bloom, designer Jinx Dobbins states the overall theme with a skylight ceiling, vinyl brick walls, against accents of emerald green, Siamese pink, and white. Planned to the particulars, a tweedy multitone carpet of A.C.E. Nylon resists stains and abrasions, and cuts noise. Chairmasters' furniture is finished in white lacquer with empire green cushioning; napery of Siamese pink, offsets white and green china.



The Berghof

The Berghof expresses the sporting life—borrowing themes from the continental ski resort and interpreted by designer Dobbins in a rugged motif of exposed ceiling beams, oversized dining chairs and tables of oak construction, and a ski mural of Aspen, Colorado. The color treatment reflects a convivial spirit in bright red wallcoverings and upholstery, ultramarine blue on bar stools and black accents. Appointments include red linen placemats and napery, traditional beer steins, and china of a dark tobacco brown on a white body.

Houndstooth Inn

A successful revamp of English pub decor, so much in vogue for its relaxed and informal appeal, is dictated in theme by an overscaled white tone-on-tone houndstooth check as upholstery. The Inn was planned as a dining haven for executive luncheons featuring a hearty steak and ale menu. A color scheme of rich tobacco browns and black furthers the masculine air found in random plank wallcoverings, bark textured floors, and redwood ceiling beams, to which table linens add an exciting dash of Delft blue.





Maison Citron

A fashionable enclave for ladies' luncheons, the Maison Citron typifies Continental elegance as interpreted by designer Dobbins in French-styled furnishings, sculptured columns, blackamoor statues that flank the entrance, and a gazebo ceiling in a specially executed Regency panel design. The intime mood of the room is heightened by its circular form, echoed in a plush pile carpet dyed to a perfect match of the citron color theme seen on drapery and seating. Table appointments also reflect the posh tone of the establishment in Adam patterned cotton damask cloths and napery of the same citron yellow, and solid black china encrusted with gold.



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U.S. Rubber Co.: Naugahyde upholstery: Houndstooth Inn, Berghof, Greenhouse Cafeteria. Naugahyde Wallcoverings: Berghof, Houndstooth Inn, Kashmir Room. Ceiling beam coverings: Berghof, Houndstooth Inn. Ceiling: Maison Citron. Koylon latex foam rubber cushioning in all seating equipment.

Kashmir Room

Kashmir Room evolves from the legends of Eastern opulence and has as its focal point a custom mural by Nione Carlson, who rendered it true to the technique and manner of the 15th Century. The two walls opposite serve as counterpoint to the mural, one in an off-white silk patterned vinyl, the other in a gold foil outlined by Moorish arches. The formal tone of the room is set by deep Persian reds of the upholstery; high backed dining chairs are covered in a claret Varistripe velvet fabric and specially designed banquettes are done in raspberry velvet. Accessories complete the formal dining setting with crystal chandeliers, framed mirrors, satin-banded table linens, and gold-on-white chinaware.



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NATIONAL HOTEL SHOW PROGRAM

In addition to the many exhibits (cross-sectioned in the preceding pages) at next month's 51st National Hotel & Motel Exposition at the New York Coliseum, November 7-10, there will be a full program of informative sessions for the specialized institutional user and specifier. Highlights of the program are presented here

Monday, November 7	
10:00 A.M.	Official opening, 51st National Hotel & Motel Exposition: Grand Foyer Coliseum.
10:00 A.M.-3:00 P.M.	Preview, open to dealers, wholesalers, food brokers, consultants, architects, press.
12:00 Noon	Opening Luncheon: Grand Ballroom, Waldorf Astoria Hotel, Park Avenue & 50th Street. Single tickets $6.00. Advance reservations Association Headquarters, 141 West 51 St., New York City.
3:00 P.M.	Exposition opens "to the trade."
10:00 P.M.	Exposition closes.
Tuesday, November 8	
10:00 A.M.	Exposition opens.
2:00 P.M.	"Corporate Sales Policy," first session of Motel, Motor-Hotel Conference: fourth floor meeting room, Coliseum. Chairman: Stephen W Brener, vice president, Helmsley-Spear, Inc., New York City; Co-chairman: Alice L. Patterson, board chairman, Patterson Publishing Co Chicago. Panelists: Gerard C. Henderson, president, Sheraton Inns Inc., Boston; Wallace W. Lee Jr. executive vice president & general manager, Howard Johnson's Motor Lodges, New York City.
6:00 P.M.	Exposition closes.
Wednesday, November 9	
10:00 A.M.	Exposition opens.
10:30 A.M.-Noon	"Public Spaces in Public Places" Forum, sponsored by *Interior Desig* Magazine: fourth floor meeting room, Coliseum. Moderator: Harry Anderson, editor-in-chief, *Interior Design* Magazine. Panelists: Jim Dobbins, Jinx Dobbins Interiors Unlimited, Houston, Texas; Edwi D. Feldman, president, Services Engineering Associates Inc., Atlant Ga.; Donn R. Malmquist, Marriott-Hot Shoppes, Inc., Washingto D.C.; Ellen L. McCluskey, Ellen L. McCluskey Associates, Inc., Ne York City; William Raiser, vice president, Raymond Loewy/Willia Snaith Inc., New York City.
2:00 P.M.	"The Motor Hotel Employee Problem," second session of Motel, Moto Hotel Conference: fourth floor meeting room, Coliseum. Chairma Stephen W. Brener; Co-chairman: Alice L. Patterson. Panelists: Ker mons Wilson, board chairman, Holiday Inns of America, Memphi Tenn.; Roger P. Sonnabend, president, Hotel Corporation of Americ Boston.
6:00 P.M.	Exposition closes.
Thursday, November 10	
10:00 A.M.	Exposition opens.
6:00 P.M.	Exposition closes.

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King Arthur Chair Co.	2116-17
King Refrigerator Corp.	1201A
Kroehler Mfg. Co., Contract Div.	4025-26, 4035-36
Kwik-Wall Co.	2209
L & B Products Corp.	1200-01, 4093-94
Lamtron Industries Inc.	4103B, 4106
Irving B. Last Associates, Inc.	2118-19
James Lees & Sons Co.	4022
Magnavox Co.	4107
Masland Duraleather Co.	2163
Maxwell Co. Inc.	4098
Mayer China Co.	1218-19
Jo Mead Designs	4058
Midwest Folding Products	3162
Minnesota Mining & Mfg. Co., Abrasive Div.	3315-17
Modernfold Div. New Castle Products Inc.	4081E-F
Mohasco Industries, Contract Furniture Div.	4206-12
Monarch Carpet Mills	4081D
Morgan-Jones, Div. of Spring Mills	2211
Motorola Consumer Products	2152
Museum Prints Editions, Inc.	4187
NL Corp.	4069
National Industries Inc.	4043-45
Oneida Silversmiths	2185
Owens-Illinois, Inc., Libbey Products	2176-77
Panelart, Inc.	4201
Parkwood Laminates, Inc.	4070
Phil-Mar Corp.	4029-30
Philco Corp., Tele-Sound Dept.	4081
Plastics Mfg. Co.	1168-69
Precision Metal Products, Inc.	2082
Quartite Creative Corp.	4031-34
RCA Service Co.	2084
R-Way Furniture Co.	4220-23
Rachlin Furniture, Inc.	4111-13
Reed & Barton Silversmiths	2089
Revere Furniture & Equipment Co.	4037-38, 4047-48
Rockland Mills, Inc.	4122A
Room of Tomorrow	4073-77
Scandinavian Import & Export Co.	3303
Schlage Lock Co.	4013-14
Sealy, Inc.	2210
Seneca China, Inc.	1171
Shelby Williams Industries, Inc.	4017-18
Shenango Ceramics, Inc.	1159, 1162
Showerfold Door Corp.	4155
Sico Inc.	4019-21
Simmons Co.	2164-65
Slip-X Safety Treads, Inc.	4123
Spaeth Displays, Inc.	4084-85
Stakmore Co., Inc.	1103
Standard Coated Products Inc.	4125-26
J. P. Stevens & Co., Inc.	2181-82
Straus-Duparquet	4098
Harris G. Strong Inc.	4127-28
Stylume Products, Inc.	4084-87
Syracuse China Corp.	2180-81
Thonet Industries, Inc.	2081
Tomlinson Industries, Inc.	1207-08
Trend Mills, Inc., Contract Div.	4182-83
Tri-Par Mfg. Co.	4049-50
Tropicraft of San Francisco	4165
Tropitone Furniture Co.	4109-10
Troy Sunshade Co., Div. Hobart Mfg. Co.	2076-79
Union Carbide Corp., Plastics Div.	2212A
U.S. Rubber Co.	2190-91
Virco Mfg. Corp.	2178-79
Virtue Bros. Mfg. Co.	4080
Vogel-Peterson Co.	2208
Walker China Co.	3178-79
Wall Tube & Metal Products Co.	4154
Westinghouse Electric Corp.	2053-56
Wolfe Lamp Corp. of Florida	4184
Wolfe Lamp Corp. of Mass.	4184
Yorkraft, Inc.	4118A-B
Zenith Sales Corp.	4063-64



C

HOTEL SHOW PREVIEW

A ROUND-UP OF FURNITURE AND FURNISHINGS TO BE PRESENTED AT THE NATIONAL HOTEL & MOTEL EXPOSITION NEXT MONTH



A



B

A *Newest addition to Burke's Reineman collection is this striking cocktail table in the round, the legs of cast aluminum alloy, and available in soft brushed or polished finish, or colors, designed to match the Reineman chair and modular seating unit. Table tops come in a variety of sizes and Formica surfaces. Not shown, an oval table. Circle No.* 136.

B *Function and fashion unite in Tropicraft's woven walnut wood reed shades, easily adapted to any size or shape of problem window. Especially good in the contemporary interior, this accordian pleated shade can be custom cut to fit any angles. Circle No.* 137.

C *A recent showing of Brown-Jordan designs offered a new clean-line sofa, love seat, and tables for the contract market. The frames are of extruded aluminum, with a scratch-resistant curry color baked enamel finish; the tailored upholstery is in smart black and curry houndstooth checks. The trim glass topped tables have a "bulkless" look, and give the illusion of space in limited areas. Circle No.* 138.

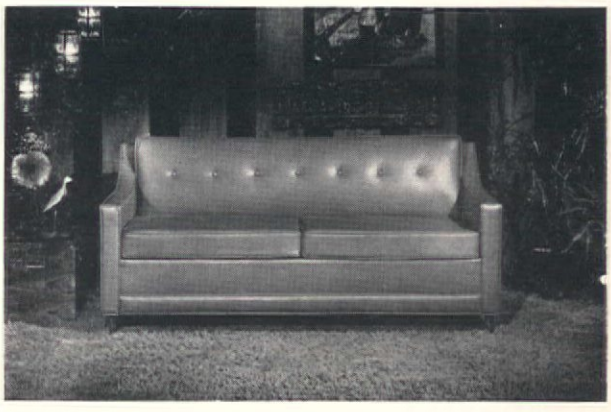


D



E

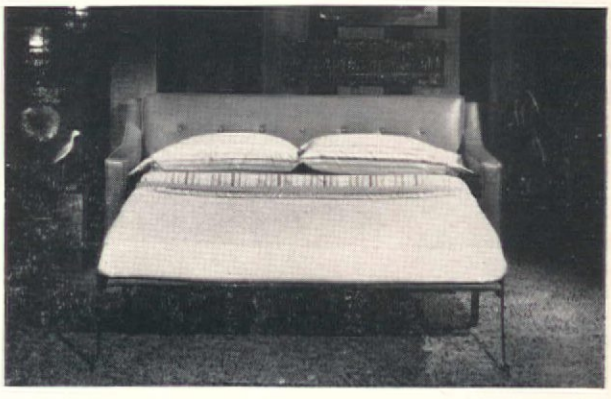
D, E *The popular bamboo look is being featured in the new Bali Hai grouping, to be shown by American of Martinsville. Fashioned of pecan wood in an almond finish, it has contrasting weathered rosewood Formica tops, reeded drawer fronts, unique pineapple-cut wood pulls. The triplex desk-dresser-chest has bamboo turned legs and accents of cane; the drawer bottoms are snag-proof white Marlite. The handsome headboard, with attached twin night tables, is panelled in bamboo molding. The grouping also offers other dual and triplex units, a square snack table and round game table, and a choice of other panel and wall-hanging headboard designs. Circle No.* 139.



F

F, G *Englander adds a new member to its versatile Encompass Collection. The new Kingston Bed n' Sofa is covered in leather-like Vileau vinyl; opens into a comfortable queen-size bed. Other pieces in Englander's coordinated sleep-sit group include a lounger, daybed, spacemaker units and a selection of standard sized sofas. Circle No.* 140.

G



H *Traditional bentwood chairs from L & B Products take on an up-dated look, with a softly padded and a veneered seat version, as well as the caned seat classic style. Frames come in ebony black, natural, or walnut finish, and are tipped with easy plastic glides. Armchair styles are also available in all 3 of the seat types and materials. Circle No.* 141.

H





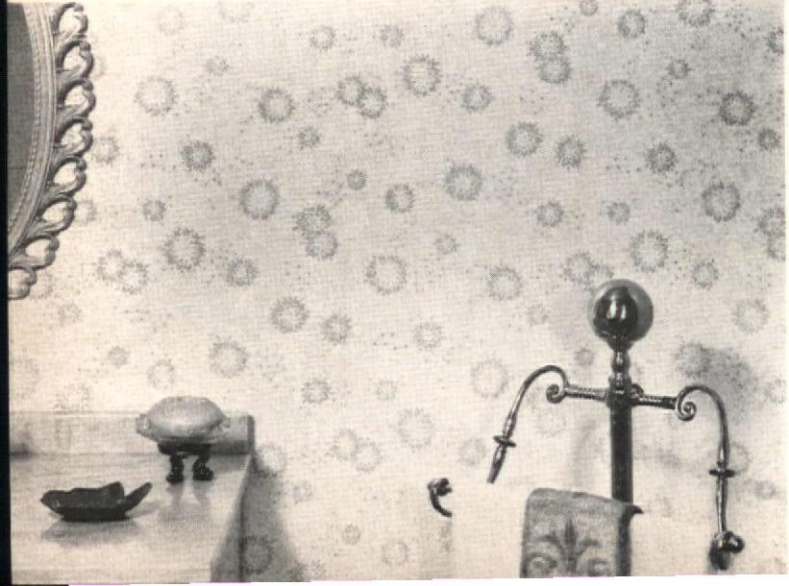
A





B

C





D

HOTEL SHOW PRODUCT PREVIEW

A *R-Way combines the quiet simplicity of Oriental design with the ruggedness of high-pressure laminated plastic construction in its newest Nagoya group. Designed for low maintenance plus high life expectancy, the grouping is high-pressure plastic, except for hardwood legs and rails. Circle No.* 142.

B *The new Brody tubular steel restaurant chair is in a straight-up stacking design, to eliminate any special storage dollies. The swivel barrel lounge chair comes in both lounge and dining heights, and with either ball casters or glides. Circle No.* 143.

C *Coordinated color harmonies are the features of the new Colorvogue collection of woven vinyl fabric wallcoverings from Standard Coated Products. Shown, the Starburst pattern of outlined pastel flowers touched with gold, coupled with a coordinated stripe pattern. Circle No.* 144.

D *Fifteen different finishes, both wood tones and glazed colors, are available in Clark Casual's new rattan line of seating, dining, and sleeping pieces. The bench-desk-dresser-table unit has plastic laminate tops, also available in a variety of harmonizing or contrasting colors. Circle No.* 145.



E



F

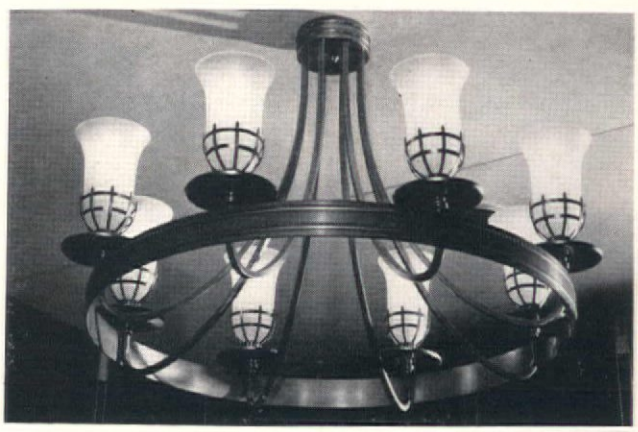
E *A rectangular sofa table that raises and lowers on a compression cartridge within the pedestal is one of the features of Viko's versatile new presentation. The table top is available in satin walnut, teak, or white laminated Vikolite. Circle No.* 146.

F *Lamtron devises a nice blending of rich walnuts or fruitwoods, with high-pressure laminated surfaces, in their separate pieces and functional units. Shown here, a Spanish influence desk-dresser-table unit with a mar-proof Parkwood top. Circle No.* 147.

G *A striking chandelier is this graceful one from N-L Corp. featured in the lobby of the 1967 Rooms of Tomorrow. The curving arms and the huge circle are pewter finished, to softly reflect the light within the 8 frosted globes. Circle No.* 148.

H *Finesse Originals shows an unusually large line of hand-cast plaques and crests in lightweight and nearly indestructible fiber glass. Circle No.* 149.

I *Designed expressly for hotels and motels, RCA's new Mural color TV is a 19 inch model, housed in a metal cabinet with walnut vinyl covering. Also new, the simplified color-keyed control. Circle No.* 150.



G

H



I





C



D

HOTEL SHOW PRODUCT PREVIEW

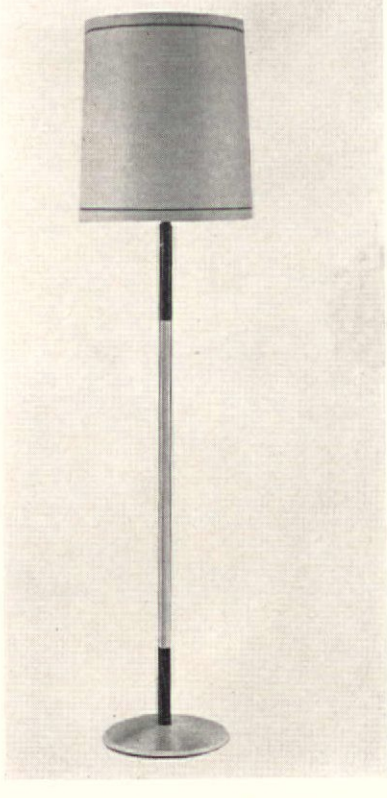




A

B





A *Panelart reproduces a wide variety of art print panels and plaques on wood and composition boards, mounted with its own pilferproof system to discourage souvenir hunters. Panelart does custom art mounting and finishing as well. Circle No.* 151.

B *The new line of lamps by Phil-Mar features a contemporary cast-aluminum and wood lamp designed by Lawrence Peabody. The provincial tray lamp with spiral candlestick column is of distressed Castillian fruitwood with bronze fittings. Circle No.* 152.

C *Otto Gerdau's contemporary chairs are engineered for comfort and easy maintenance. Frames are of Italian satin-finish steel, and are upholstered in soft simulated black glove-leather. Circle No.* 155.

D *Three-light wall bracket and wall mounted lantern is part of a new line of commercial lighting fixtures by Greene Bros. Bracket, 24 inches high, comes in a distressed black or gold finish; lantern is 28 inches high, available in brass with black finish. Circle No.* 153.

E *New dimension and decorative quality have been added to the normal hotel spread by patterned quilting, as featured in Cohn-Hall-Marx new showing of over-all quilted throws and spreads. Circle No.* 154



E



F



G

New restaurant chair complements a new line of authentically styled Early American furniture by King Arthur Furniture Co. Solid birch captain chair is available in a choice of any wood finish and an upholstered version comes in a choice of vinyls. Circle No. 204.

Acme builds a complete kitchen inside a compact " cabinet. In wood finishes, with Formica tables, the cabinet holds refrigerator and freezer, full e sink, storage cabinet, and electric range in a pull- t drawer. Other units and combinations available a variety of finishes. Circle No. 156.

Nearly limitless choice of colors and finishes are ailable in Rachlin's stacking chairs. Frames are gauge square tubing with self-leveling ferrules; holstery is supported vinyl fabric. Right, standard del; left, deluxe model with a heavier sewn foam t and back cushion. Circle No. 157.

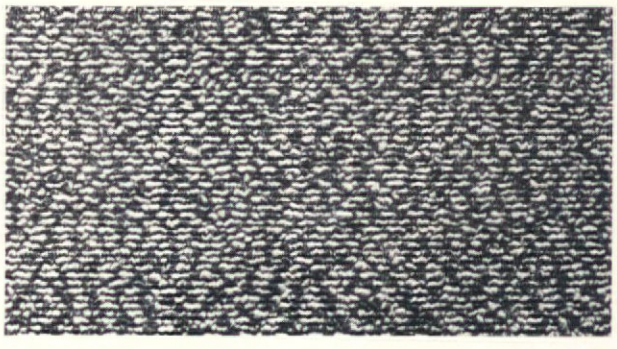
For heavy-duty installations, Trend shows a new rpeting of continuous filament Olefin and nylon, t is exceptionally durable, resistant to moisture d dirt, and static-free. Multi-color tweeds are ailable in variety of colors. Circle No. 158.

Hunt's Yankee country furniture line in soft, mel- w wood tones, includes Early American chairs, les, settees, hutches, booths, and a variety of ac- ssories. Shown, the oval dining table, flanked by tching side and armchairs. Circle No. 159.



H

I



J



RAILINGS & RAIL SYSTEMS ARE REGAINING THEIR PLACE AS INTEGRAL PARTS OF THE DESIGN, WITH SPECIFIC PROTECTIVE, ESTHETIC, AND EMOTIONAL FUNCTIONS.

BY ROBERT MALONE

EVEN though it seems fairly obvious that railings exist because of a felt need, it is also clear, from the immense variety of solutions to the problem, that the need felt is not entirely a physical one.

Clearly, people do need protection when they must move through a space containing more than one accessible level; stairways, bridges, balconies, decks all need railings. Two-legged motion has some considerable advantages over four-legged motion, but reliable balance in precarious situations is not one of them. We are not nearly as safe on a ledge or an incline as a dog or cat would be, not to mention a donkey or a goat; and a stairway is, among other things, a long series of narrow ledges. Human beings in this situation need two kinds of help, both of which railings traditionally provide. First, they need an *enclosing* member, a miniature wall, or fence, to prevent falls from a higher level to a lower. A certain portion of the occupied space, generally the lowest or nearly so, needs to be contained space. Second, they need a continuous hand grip, or, in situations of milder danger, a hand rest. Even where this is not used, as it often is, to assist physically in a climb, it is useful to provide a physical reference for the sense of balance, and to offer an equally necessary emotional sense of security.

However, it is coming to be more widely recognized that railings have an esthetic potential. Safety factors alone are no longer the only considerations in railing design. We are beginning to deal with railings in terms of color, texture, and decorative accent, and this is certainly a move in the right direction. Our age has been almost unique in treating railings as an afterthought, and the final effect of these innumerable postscripts has been a sort of architectural pox. There are a number of reasons why this has been so. For one thing, the age of elevators has made many public staircases of a certain scale unnecessary; those that are left are likely to be strictly utilitarian. For another thing, masonry architecture has been fairly consistently left to the designers of exteriors, and this has left most railings to be dealt with in the traditions of either carpentry or ironmongery, both of which encourage a piecemeal approach. It is far simpler to manufacture and install components, whether turned or cast, than to build an integrated architectural member. For all these reasons, we are used to seeing railings treated in an additive way, as a final detail to be applied to a staircase or ledge after it has been designed and built.

A major architectural element

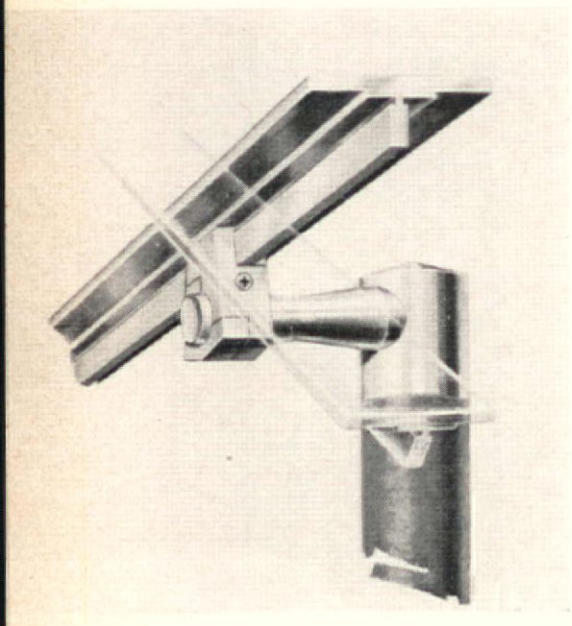
But things are changing. We are finally coming back to the organic use of three-dimensional space. Lobby spaces are increasing, multiple-level shopping plazas are going up, pedestrian malls and traffic patterns have transformed the old two-dimensional concept of circulation into a truly three-dimensional city architecture—at least in the minds of forward-looking planners, and soon it will be in actual fact. Railings, like the multiple platform levels they serve, and the stairs connecting them, have a new chance to be seen. One of the best examples of this is in the TWA terminal designed by Eero Saarinen for Kennedy Airport, where the railings have the double and highly integrated functions of protection *and* decoration. They are actually part of the design. We think of this treatment as being a highly progressive one; and, of course, it is. But it is interesting to look back to certain other periods and notice that whenever space, and therefore the movement of people, was important to the designer and became an integral part of the design, railings have come into their own as a major architectural element. In the baroque period particularly, and also during the Art Nouveau period, railings were one of the dominant themes in architecture. Spiral staircases, outdoor staircases, monumental staircases, porticos, balconies, terraces, and colonnades all served to define and enhance the space through which people moved and their experience of it. Now that we are rediscovering our awareness of public space, we have a new era of opportunity to design integrated, beautiful, and even monumental railings to serve it.

Unfortunately, not all contemporary architects use their new opportunities as well as Saarinen did. For example, there is the new Metropolitan Airport in Detroit. The railings in this enormous building are about as ordinary as it is possible for them to be. What may become, in time, a sort of gross monumentality in the architecture is not in any way matched by the railings, which are neither monumental nor even gross in any recognizable proportion to the architecture they embellish. And there is always Frank Lloyd Wright's Guggenheim Museum. The railing that serves his continuous ramp is certainly integrated into the concrete design; but

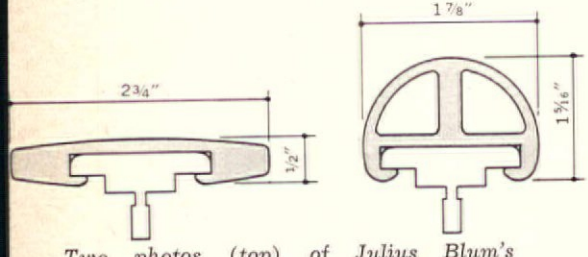


Maze-like patterns of traffic in TWA terminal at Kennedy Airport, New York, are complemented by the arabesque forms of aluminum railings. The railings were designed by the Eero Saarinen office.

TWA photos: Ezra Stoller







Two photos (top) of Julius Blum's Colorail styles, the angle bracket and the adjustable bracket support, illustrate how all parts of detailing are neatly resolved. In two typical cross sections through Colorail handrail molding, it should be noted that the hand is in contact only with the plastic—the shaded portions. The illustrations were taken from Blum's latest Colorail brochure, available by circling No. 206 on reader service card.

it has some side effects. Tall men become inured to bumped heads when standing and inconvenient knees when sitting; but there is no getting used to the sensation produced by backing up to a railing that catches one just behind the knees, at exactly the homicide level. (The first time this happens, in the Guggenheim, one begins to wonder just what Wright's intention was. It might be an efficient way to dispose of critics.) People have a tendency to move in and out when examining a work of art; but at the Guggenheim this tendency is quickly tempered by a sort of permanent anxiety, so that one descends the ramp with one eye on the art and one eye on the railing.

Codes: inadequate, inconsistent

This problem is only one of many that point up the lack of any consistent body of knowledge about what railings actually need to be. The few existing codes governing the construction of railings are fantastically inconsistent; and even basic thinking on the subject shows only spotty results in actual railing construction and application.

Basically, a railing should be where people expect one: wherever conditions prompt the human hand to grasp for support. Then, when the support is found, there should be the reasonable expectation that the rail is firm and well secured, and that what is gripped is grippable. It should be properly shaped to receive the hand, and not unpleasent to the touch. Moreover, if a railing is to offer real protection against the hazards of gravity, it must be higher than the center of gravity of any person who may be unlucky enough to fall against it.

Current research into the human factors of railings is proceeding from a number of points of view, but much more is needed. Some groups, like Julius Blum & Company, have investigated the improvement of both attachment and grip factors; while researchers in East Germany have discovered exactly the diameter of concrete cylinder necessary at the top of a wall to *prevent* its being grasped, for exit purposes, by the human hand.

It would be nice to be able to depend on the professional reliability of the architect and designer in regard to proper human and safety factors in railings; but it doesn't always work out that way, and this is why building codes exist. Unfortunately, the building codes relating to railings and staircases are both inadequate and inconsistent. The National Building Code, which is backed by the National Board of Fire Underwriters, says (in Section 803, Number 5), "Stairway and balcony railings, both exterior and interior, shall be designed to resist a horizontal thrust of 50 pounds per lineal foot applied at the top of the railing." The Indiana code, on the other hand, calls for a resistance to horizontal thrust of 20 pounds per lineal foot. Is this because Hoosiers weigh only two-fifths as much as other people, or is it pure nonsense?

The National Building Code has one short reference (in Section 604, Number 8) that deals with the number of rails per width of staircase. It says, "44 inches—one rail; more than 44 inches—two rails; more than 88 inches—three rails." This is fine, but all staircases are not the same, and practice must be controlled either by good workmanship or better codes. A heavily trafficked, steep, fast-curving staircase is a totally different condition from a low-rise, infrequented, straight staircase.

Esthetics vs. safety

The designer of the interior of the balcony in the Shakespeare Theatre at Stratford, Connecticut, probably found a 26-inch-high rule in the code for galleries and balconies, for that is approximately what the inner edge of his little wall measures. He carefully gave it an inward offset, to increase its safety, and slanted the offset downward to increase visibility for the first row. But that this was not enough is shown by the fact that an additional round steel rail has been added above the little shed-roof formed by the balcony railing itself. This is esthetically unfortunate, for it spoils the architect's clever wooden slant, but it may possibly make people feel a little safer in finding their seats. I watched a woman miss her footing on the lowest step one evening in that balcony, however, and it was clearly good luck and not that extra rail that saved her neck. Even with the added rail, the wall of that balcony is not enough protection. To test it further, I walked past the

ront row of seats after the play. The lanted facing board was not grippable t all, either as to height or as to shape; nd while the rail was a graspable hape, it was below hand height.

Clearly, the 26-inch-height rule is alid only under some conditions; if it pplies to a railing set some distance n from the edge of a drop it may well e enough, but if it is attached to the ace of a ledge it is quite a different natter. The conflicting interests of the eated playgoer and the moving one re usually resolved in favor of the eated one, which throws the respon- ibility for the moving patron's safety ack onto the architect who designs he balcony stairs and seating. It may e that there is no really satisfactory olution of the vision-vs.-circulation ilemma in a theatre balcony, in terms f opaque railings. If this is the case, would be a humane effort to devise visually and audially transparent ence and extend it from floor to ceiling f the balcony front.

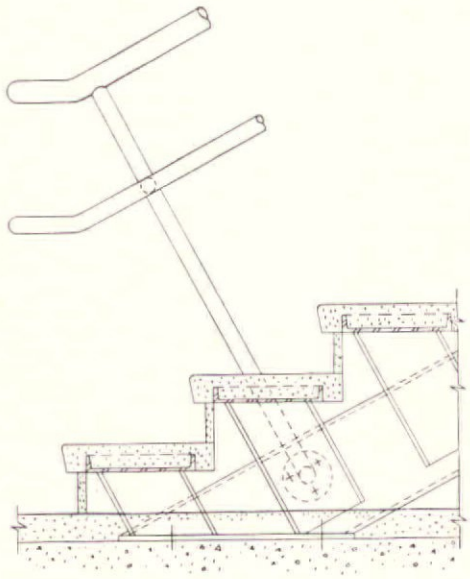
Above and beyond the questions of eight and of strength per lineal foot, here is the matter of the allowable nit stresses of the material. Robert eery, of Seery & Company, who acts s design consultant to Julius Blum & ompany, has this to say:

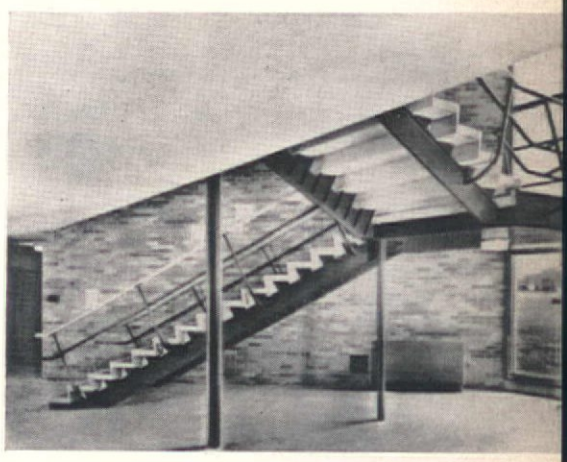
"In order to design a hand railing, here must be agreement on the load- g characteristics and allowable unit resses. Each of these might be a code equirement. The unit stresses will be factor of the yield strength, depending n the safety factor used. I don't think ny of these values is fixed by ref- rence material you can find anywhere the industry. There is no agreement ithin the industry, and no central urce for the information on safety ctors and codes. What codes there e are inconsistent: it doesn't make nse. Here's a real need for coherence, nd it ends up every man for himself."

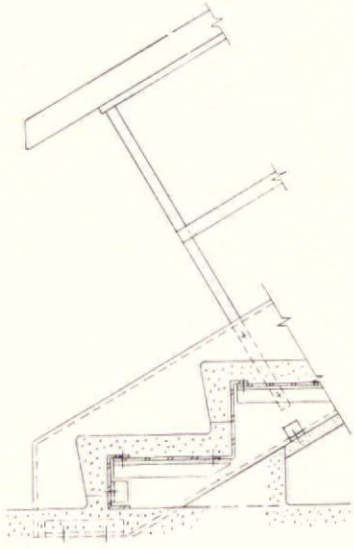
pecial needs for special groups

side from all the unresolved factors fecting the average person's use of ilings, there are some special factors volved in use by old, infirm, or young eople.

There has been some attention given the needs of the young, through the tion of individual states and school ards. The three-height stair rail own in a school building is a logical

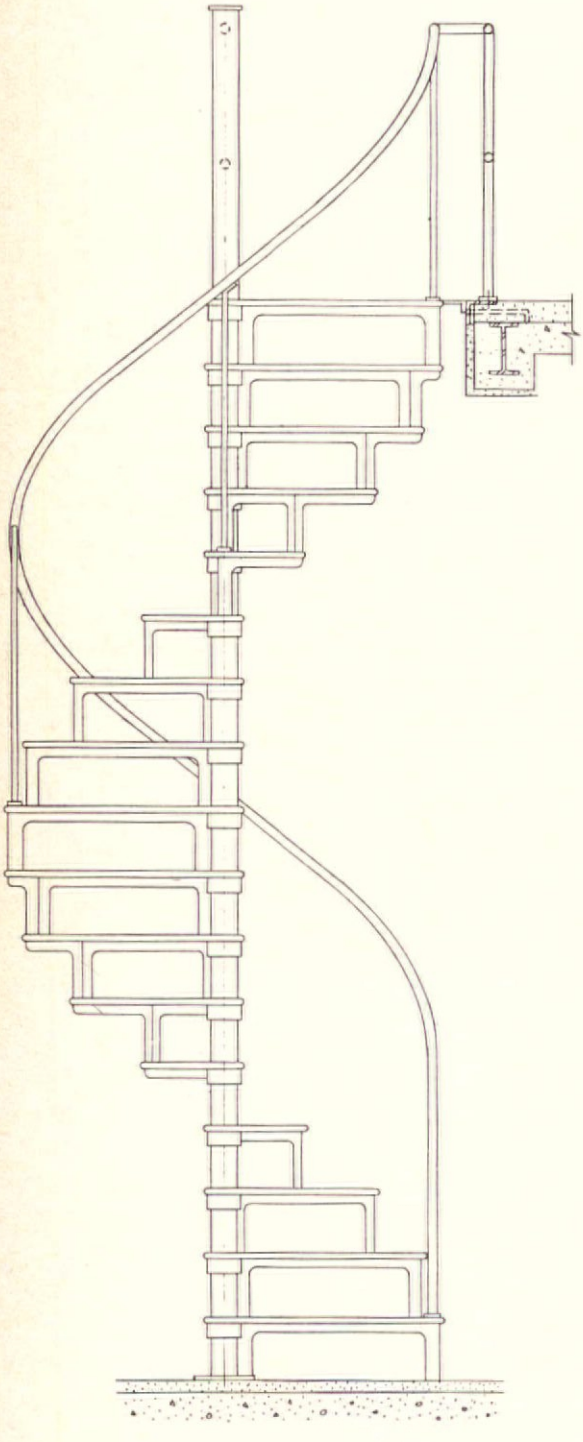








There are a variety of stair cases designed with the balusters at a 90-degree angle to the stringer. It would be interesting to know whether this tilting baluster disorients persons using the stairs. Could people take a visual cue of verticality from the baluster, and therefore guess wrong? Do they?



Elevation of a right-hand spiral stair, with sixteen treads to a circle, is from a booklet prepared by National Association of Architectural Metal Manufacturers. Despite the recommendation of a single rail, it seems that hardly anything is adequate enough to provide security coming down. Maybe not enough is known about body mechanics to properly design railings for an open spiral stair.

and humane solution to the problem posed by growing children, who change their size radically through six or twelve years of schooling, and who must be taught by adults who use the same staircase. In addition to not staying the same size for very long at a time, children are adventurous. Railings have something in common with trees and jungle gyms, and are often just as tempting to youngsters of a certain age. Some railings can be used very well for climbing around, but others are not safely situated for such activities, and need to be designed with some sort of screening to prevent being climbed through. It is also possible to discourage swinging by hands or knees if the cross section of the rail is made less comfortable for this kind of grip. There are a number of ways to discourage orbital motion around railings, easily accessible to the designer who puts his mind to the problem, but not expressed in any of the existing codes or references on railings.

Another lack in the current body of theory and practice is in regard to the aged. Even in this day of geriatric concern in medicine, there is too little attention paid to the actual needs of the old and infirm. These people need not only a railing that will protect and assist them, but one that will also *assure* them that they are safe, by its unwavering solidity. A connection or attachment that yields slightly to pressure, or a slender enough post to yield even just perceptibly, is worrying to people who must lean hard on the rail. Furthermore, the rail must be of a shape and size that can be easily grasped with the whole hand. A flat, angular, or too slender rail is as unwelcome as one that is too cold or too slippery.

The problems of the aged are compounded in the handicapped. The need for assistance, protection, and security is even more extreme. People using a cane or crutch use the railing not only as a guide and balancing reference, but as a physical support. There is a distinction to be made here between those who have one good leg and those who have none. A person with one functional leg can manage to climb stairs fairly well on crutches, though it is something more of a trick to come down. But those people who have neither leg in action must alternately pull on the rail and push on a crutch in order to mount, and each pull puts the whole weight of the body on the railing, as each push puts it on the crutch. This requires not only a good bit of strength in the arms, but a great deal of strength in the rail, as well as a non-skid grip. In a case like this esthetics are the least important consideration.

Bus-stop modern?

Fortunately, however, esthetics are becoming a *more* important consideration in most railing applications. During the period of the International Style, which fortunately, seems to be ending, buildings were stripped down to the plumbing-and-glass level, typified by Gropius's Bauhaus architecture. In the effort to reduce clutter, the railing ended up as a steel tube. The consequences of this approach have, in some cases, been outstandingly handsome; but its popularizations have, all too often, ended up with bus-stop modern: that familiar combination of raw (and therefore corroded) aluminum, and greasy vinyl; the Pop Art paradise. But if Paul Rudolf and the late Eero Saarinen are some indication of the architecture to come, the hygienic mirror-finished cube will give way to a greater and more highly textured sense of spaciousness. We are developing a much greater complexity of visual and circulation levels inside buildings. Railing design will be challenged to keep pace with the new spatial and structural dimensions. The warmth of feel and variety of texture as well as the richer use of color, will invite manufacturers to offer systematic lines of components giving the architect the widest possible choice for his selection.

A currently excellent example such an offering is the Carlstadt line of Julius Blum, which has coordinated the multitude of railing elements remarkably well. Even more to the point the Colorail line offered by the same company provides a wide variety indoor and outdoor railings in various structures and handrail cross sections. The integrally colored material makes possible a horizontal or diagonal color accent that can be keyed to the interior scheme, a treatment not always possible with anodized metal. Furthermore the wear characteristics are much im

proved over any coated surface, and the plastic is thermally stable and pleasant to the touch. It does not feel icy in cold weather, or unpleasantly warm in hot weather.

Areas for improvement

One place where some really basic esthetic thinking is still needed is in the handrails of escalators. The present choice seems to be between black rubber and black rubber, either ribbed or plain. If a self-cleaning system were installed in the hidden part of the cycle, we could use a brightly colored plastic or even a pleasant white.

Another place where new thinking is needed is in railings for revolving doors and elevators. If a railing is really a push bar, it should not accidentally imprison the fingers behind it, and if it is really a grab bar, it should not trap cigarette butts and candy wrappers behind it. The revolving door rail should, perhaps, not stand away from the door at all, while the elevator railing should stand away more, if it is really needed at all.

One more place where I would like to see some more design in action is in attachment methods. The standard attachments do not provide enough depth of contact to prevent the railing from wavering when leaned against—an unsettling experience for anyone who really needs to lean against it. Three screws in a narrow flange are not enough. It would be desirable if more local builders' standards were brought up at least to the level of the recommendations of the National Association of Architectural Metal Manufacturers. Best of all would be to countersink all posts, as Mr. Seery recommends.

It is interesting to speculate on the future of railing design. As our architecture becomes more massive and monumental, the railings might develop in either of two valuable directions. They might become very thin tracery sections, as in New Orleans grillwork or the High Gothic window muntins, for accent and elegant contrast. Or they might carry out the heavy theme by becoming extremely cumbersome, as were the massive, double-curved marble balustrades and handrails of Renaissance Italy. Either development would be interesting, and even more so would be both. (C)

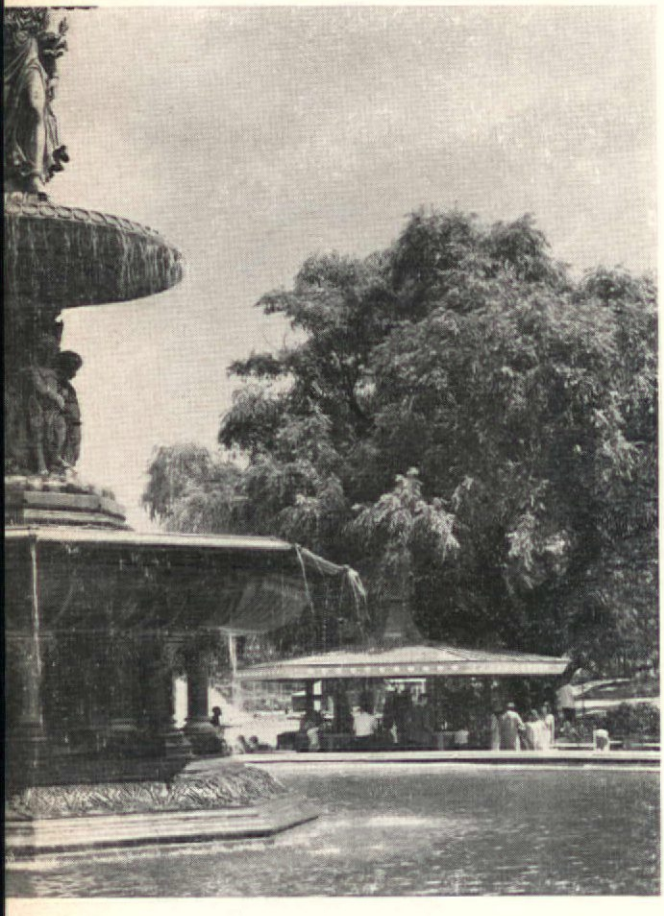






A logical solution for schools, this three-height stair rail (top), installed at Pines Elemetary School in New York City, does not tempt swinging youngsters, provides high safe y factors, and enhances the general interior design. For a more decorative effect, bronze rails (above left) curve upward from bottom of stairs and continue along upper balcony. In a more contemporary setting (above, right) long slim rectangular panels almost completely enclose stair. All three railings were supplied by Julius Blum.

PLEASURE-DOME: THE FOUNTAIN CAFE



A charming enhancement of the Terrace and Bethesda Foun ain in Central Park, the ten'-topped outdoor c:fe was achieved without destroying the site's fine architectural je:tures. Note the original Minton arcade ceiling tiles (c. 1860) and brick terrace flooring (opposite).

A neglected area of New York's Central Park is charmingly enhanced

WHEN Calvert Vaux planned the Terrace and Bethesda Fountain area in New York City's Central Park in 1858, its elaborate architecture and piazza were designed to set off one of the park's most appealing vistas. With the Mall to the south and a boating lake at the north end of the terrace, the site was one of the most frequented promenades of Gilded Age society. Its advantages include, in addition to the lake, some unusually fine stands of oaks and willows, and since it is at the center of the park it is shielded from the main traffic arteries by spacious lawns and groves on all sides.

Vaux and his associate, Jacob Wrey Mould, went to special pains to make the Terrace unique and delightful. They commissioned Emma Stebbins to sculpt the Bethesda Fountain—an Angel of the Waters, with Temperance, Purity, Health, and Peace as her attendant cherubs—and had the sculpture cast in Munich. The ceiling of the elaborate arcade they designed is faced in Minton tile executed in England after Mould's sketches, and, since no one walks on ceilings (yet), it's as fresh today as when the tiles were laid. The balustrades and other architectural elements in Nova Scotia sandstone were also specially carved with deep reliefs of birds, trefoils, floral swags, leaves, and other natural subjects. Since the Terrace is surrounded by hills on three sides, access to it was provided by two grand stairways at either end of the arcade, plus two smaller stairways at far left and right and a broader one at the south end of the covered arcade, the latter leading right into the Mall, where a band habitually played on weekends and holidays. This gift of nature picturesquely embellished was, we are told, gratefully received by the ladies and gentlemen of a century ago, and the Terrace was favored by strollers until well after World War I. Regrettably, with the arrival of the automobile as









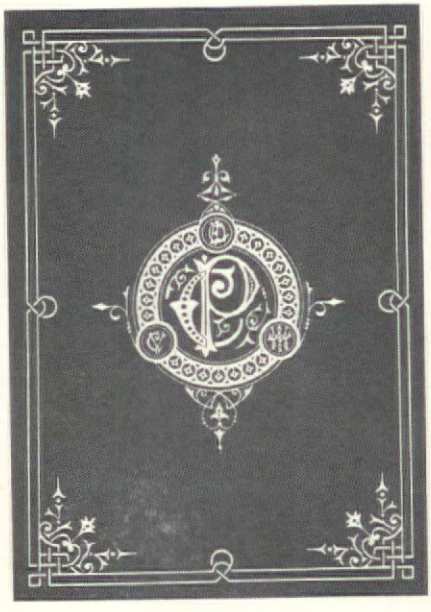
Photos: Ezra Stoller and CONTRACT Staff

THE FOUNTAIN CAFE

a common family vehicle, its popularity declined, the premises were allowed to deteriorate and the carvings were chipped and broken by generations of vandals.

Luckily, a new day has dawned for old Central Park with the election of Mayor John Lindsay and his appointment of Thomas Hoving as Parks Commissioner. Hoving has done an incredible job in a few short months of giving the parks back to the people, and taking them away from the muggers, whose rule went unchallenged for all too many years. Not only has the Bethesda Fountain and Terrace been officially cited as a landmark, to be maintained and preserved as such, but its use has been vastly extended by the installation of a delightful outdoor cafe-restaurant. Designed by James Lamantia, architect, and Elizabeth Gordon, interior designer, both of Design Coordinators, Inc., the cafe has restored the Terrace to its role of pleasure-dome for the masses right up until 11:00 o'clock at night. In addition to the cafe, which seats 200, two charmingly designed self-service kiosks hard by the lake offer snack-bar items. And it has all been done, as Hoving is proud of pointing out, without disturbing a blade of grass or cutting down a single tree (C)











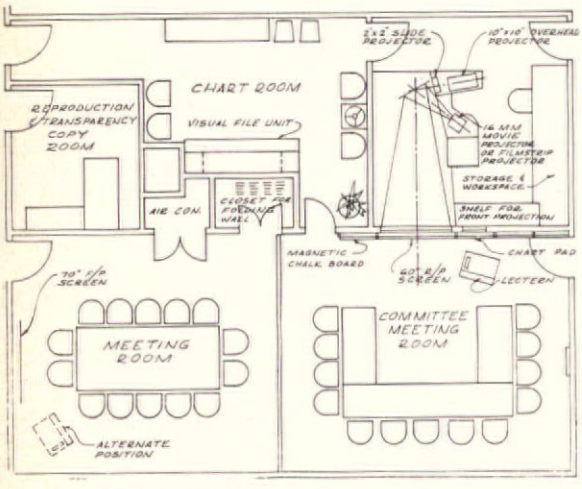




The grand scale of the original Terrace and Bethesda Fountain area dictated the approach by designer Elizabeth Gordon and architect James Lamantia, specialists in traditional renovations in the partnership of Design Coordinators Inc. Thirty chair styles were submitted for approval by the parks commission officials, cafe management firm of Restaurant Associates, and George T. Delacorte, the philanthropist who contributed the furnishings. Wrought-iron chairs and table designs selected were then fabricated by Gallo, and the umbrellas by Finkel. Chairs and table bases are green, table tops white, and umbrellas are mustard-colored with white trim. Architect Lamantia designed the kiosks for self-service snacks. The menu cover (opposite page, center), taken from an old book on Central Park, echoes the style of the carved design on the columns (opposite page, near left) surrounding the terrace.

AUDIO-VISUAL CHECKLIST: MENELL ASSOCIATES, NEW YORK

DEVELOPS METHODS FOR PLANNING EFFECTIVE COMMUNICATIONS CENTER FOR BUSINESS AND INSTITUTIONS



Communication center designed by Menell Associates for Celanese Corp.

THE tempo of business life is spiralling skyward. With the steady advance of technology, expansion of operations, new international horizons, economic and financial complexities, no longer does the corporate right hand know instinctively what the left is up to. Where once the right decision was all-important, the factor of crucial timing has been thrust upon it.

The successful business executive greets a daily stream of information originating from a network of sources —from divisions and departments, branch offices, distribution and production facilities—and from that of his competitors' as well. In the midst of this information explosion, data must be collected, collated, evaluated, disseminated, stored for easy access, and relayed to the men who make decisions. Obviously, the answer to this uniquely modern-age problem lies in effective communication—deep in our push-button technology where it all started.

As designers of systems for communications and the quarters to house it, Menell Associates has been grappling with the problem of disseminating the rising mountain of information to the decision makers. In the course of its experience in dealing with corporate clients, Menell Associates has developed a basic form of inquiry as the starting point in planning an effective communications center. The first step, says Jerome Menell, head of the firm, is to determine the primary purpose of the facility. Though it is possible that the center may be used by a single group for a single purpose, this is becoming increasingly rare. Generally, the center calls for a flexibility to accommodate a greater variety of needs, such as presentations, conferences, screenings, fixed displays, and the like. A primary purpose should therefore be singled out and the secondary purposes developed from the central requirement.

Who will use it? Whether the communications room will be used by an individual, by a group, or by several groups, as well as the level or organization to which these individuals or groups belong, will influence the basic requirements of the center. The configuration, visual, and spatial requirements of a room designed to servic board members will differ considerabl for one designed for trainee session or public stockholder meetings. Th type of information to be communi cated is another qualifying factor Whether the room is used to com municate technical information, to con duct sales training meetings, to issu committee and financial reports, t conduct planning sessions, points ou the methods of communication to b used.

Information is presented in man ways: oral or graphic, through easel static or movable displays, projectio techniques, texts, charts, graphs, an more typically, combinations of eac Based on the needs of the client, equip ment and materials are selected convey the data with the greate amount of understanding and reten tion. Related facilities must be in corporated, and perhaps addition personnel to man the equipment—an space to house the personnel.

Space and location requirements

In selecting the area to be put use as a communication center st other considerations crop up. The spa should be easily accessible to tho who would use it most. It is nece sary that it be large enough for t related equipment and facilities need to complement it. Though requiremen for rear projection facilities vary, abo eight feet in depth is the minimal spa requirement for an average syste using three to four projectors. Pr vision should also be made to accom modate various sized audiences in d ferent meeting arrangements as need



Committee meeting room at Celanese

For instance, where the screen is on the long wall, or in very wide rooms, a U-shaped table works well; the V-shaped arrangements are also comfortable where the communication wall has many visual tools, and both seating arrangements afford an unobstructed view. Or, to further increase the room's versatility the same tables could be set up rectangle or classroom style, or chairs theatre style.

Aside from the purely technological concerns, the environment of the center is not to be passed over too lightly, cautions Menell. Lighting, wall treatment, carpeting, furnishings become the background for concentration and can aid or deter the communication process. Lighting is especially important since it must conform to a variety of specialized needs. Budgeting, too, must be carefully analyzed to assure that the resultant facility justifies the expenditure.

The foregoing investigation was the backbone of a comprehensive study by Menell Associates in planning a communications center for Celanese Corporation. After a change in management reporting methods, Celanese found it necessary to revamp its methods of communication and install meeting rooms to present financial and statistical data for study leading to executive committee decisions.

Planning the Celanese center

Menell Associates suggested the executive floor of Celanese's corporate headquarters as the most suitable area for the facility. However, there was no space immediately available. Further investigation of the area uncovered a large meeting room off the executive corridor and several adjacent offices that were used only on occasion. It was then proposed that a series of meeting rooms be planned to meet the executive committee requirements and improve the facilities of the conference room, which is used by other than top management groups.

Using an existing divider, half of the large meeting room was converted into a committee room. It could then be converted into a standard-sized conference room configuration. Menell Associates designed a projection system that serves the committee room, and provides a front projection facility for the large meeting room.

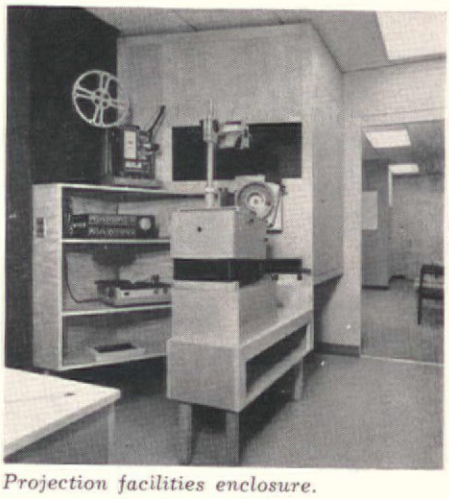
In the space adjacent to both the projection booth and the committee meeting room, a chart room was installed that permits filing and viewing of confidential information in privacy. Executives concerned with the information stored in this room have access to it all times, yet do not interrupt groups using the meeting rooms.

The chart room has a specially designed and built-in visual file unit that holds 600 slides, all immediately available for viewing. They are easily removed for updating or for a presentation at a committee meeting. The projection facility includes a 16 mm optical sound projector, 2 by 2 or 35mm slide projector, overhead projector for VuGraph slides, and a combined filmstrip projector and record player. All the equipment is operated from a specially designed lectern, which also controls lighting, a front projector ceiling screen, and sound volume. The communication wall, in this instance, is decoratively treated by the use of hinged teak framed panels with vinyl-covered cork inserts. When the panels are opened, a paper pad and magnetic chalkboard are exposed.

Since its installation, the communication center at Celanese has been in constant use and already other such centers are being planned for the company. While requirements may vary, as in the case of Celanese, the reason for installing communications facilities remains the same. It is an efficient means of presenting information with the greatest degree of understanding and retention—in less time than that of any other method. (**C**)



ame room with communication wall exposed.



Projection facilities enclosure.

Plans for Intercon I progressing on all fronts

PLANS for Intercon I, the first international contract furnishings exposition and congress, gains momentum as its programs of educational sessions take shape and exhibitors sign up for space at both the Merchandise Mart and McCormick Place in Chicago. The event is sponsored by the Merchandise Mart and will be held March 20-22, 1967.

Intercon I, stressing total communication for the contract furnishings and design field, will bring together leading manufacturers, dealers, architects, interior designers, suppliers, users and others throughout the world who have a role in the determination of man's environment.

Some sixty seminars, discussions, and presentations are being planned with the aid of an advisory committee of leading figures in the allied fields of business, design, and education.

Just named to the advisory committee board are Albert Bush-Brown, president of Rhode Island School of Design; Arnold Friedmann, president of Interior Design Educators Council and associate chairman of the interior design department of Pratt Institute; Edward T. Hall, professor of anthropology and director of Proxemics Research Center, Illinois Institute of Technology; Robert S. Jerue, president of McClain Hedman Schuldt Co. and incoming president of National Stationery & Office Equipment Association; Ausby E. Lee NSID, president of National Society of Interior Designers; James Merrick Smith, FAID, president-elect of American Institute of Interior Designers.

Other, previously announced advisory board members who have volunteered their services in the development and presentation of the educational and informative sessions include: Bert C. Ahrens, executive secretary of National Association of Educational Buyers; Albert Christ-Janer, dean of art school of Pratt Institute; Arthur Davis, AIA, member of esthetics committee, American Institute of Architects; Clyde Dixon, president, Innkeepers Supply, Inc.; Dr. Harold B. Gores, president, Educational Facilities Laboratories Inc. of the Ford Foundation; William Katavolos, chairman, industrial design department of Parsons Institute; Charles M. Nes. Jr., FAIA, newly elected president of American Institute of Architects; Clarence Scheps, executive vice president, Tulane University and president of National Association of College & University Business Officers.



Recently named members of Intercon I board of advisors: Albert Bush-Brown, Dr. Edward T. Hall, Robert S. Jerue.

In order to encourage wide attendance and maximum participation, all program sessions of Intercon I will be without charge. Registration, including admittance to all meetings, is open to those with specific business and professional interest in contract furniture and furnishings. Interior designers, architects, purchasing agents, specifiers, institutional purchasers of all types, and administrators are expected to attend. All sessions will be open to show registrants.

Program events will be held from 8:00 A.M. until noon on Monday, Tuesday, and Wednesday, March 20-22, while Exposition hours will be from noon to 6:00 P.M. daily.

W. O. Ollman, Mart general manager, has announced that many leading office furniture firms will be participating in Intercon I through their pernament showrooms in the Merchandise Mart. Other major office furnitur companies will be exhibiting at Mc Cormick Place, where 200,000 squar feet of exposition area will be utilize to accommodate the many contrac manufacturers without Mart show rooms. To date, more than 25 percen of the McCormick Place area is com mitted, according to Ollman.

First office equipment manufacture to sign up for McCormick Place Cramer Industries, Inc., Kansas City Kans., manufacturer and distributor office, industrial, and institutional seat ing.

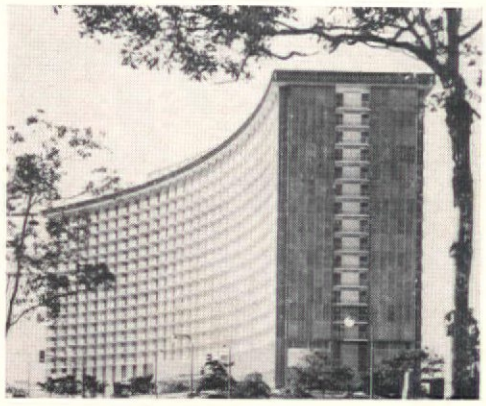
A convenient method of securing fu particulars concerning Intercon I being prepared by the Mart and wi available shortly to all intereste persons. As part of its extensive pro motion program, Intercon I is no distributing attractive posters for dis play in all Mart tenant showrooms an for exhibitors at McCormick Plac Along with these posters, handy pac ded information request forms will b provided for those who desire specif data on such phases as pre-registra tion, programming, hotel reservation and McCormick Place participatio Full details are also available from Director, Intercon I, 1060 Merchandi Mart, Chicago, Illinois. For exhibitio space information, contact Mr. Thom V. King, Assistant General Manage at the Mart. (C)



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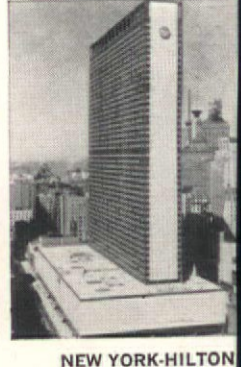
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Furnishings for castles in Spain? Could be. Although it's "such stuff that dreams are made on" it is down to earth, practical yet luxurious, Woodard wrought iron. The Andalusian extension table beautifully combines a dusty finished antiqued and distressed walnut top with antique lead on the frame, and the high-back arm and side chairs. Set it off with dashing color on the seats. You can make dreams of luxury come true with selections from Woodard. Indeed, castles in Spain could use it.

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MULTI-PURPOSE TABLES AND SWIVEL CHAIR BY TROY



Chair No. 6796

Designed by Herbert C. Saiger,

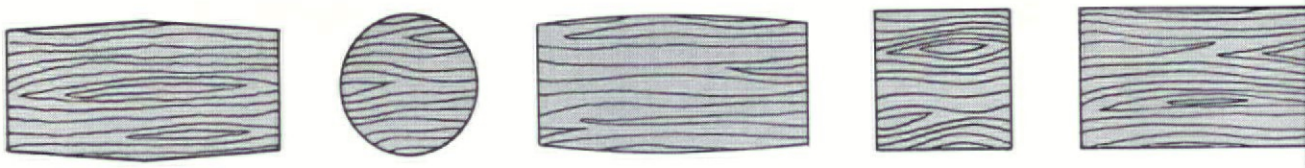
Handsome enough for the president's office. Versatile and durable enough for library, student lounge or dining ro

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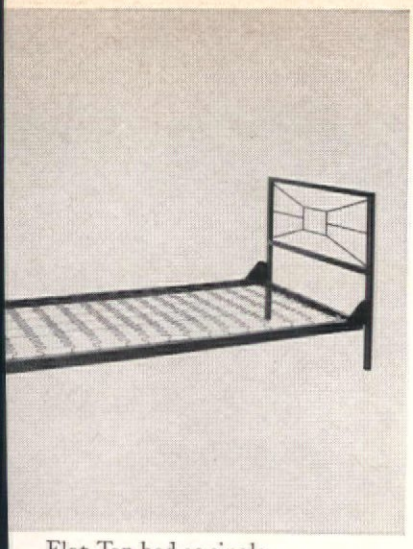


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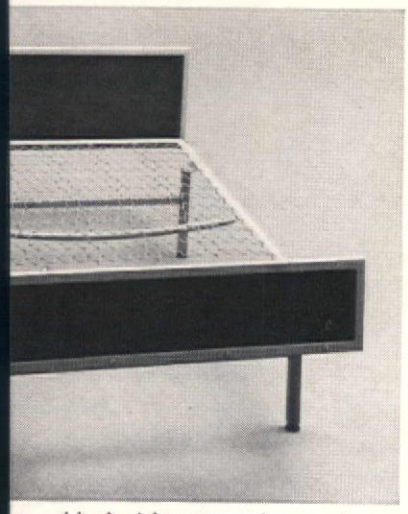
Flat-Top bed as single unit with Sunburst panels.



Flat-Top bunk bed with Metropolitan end panels (also available in a three-bed trundle model).

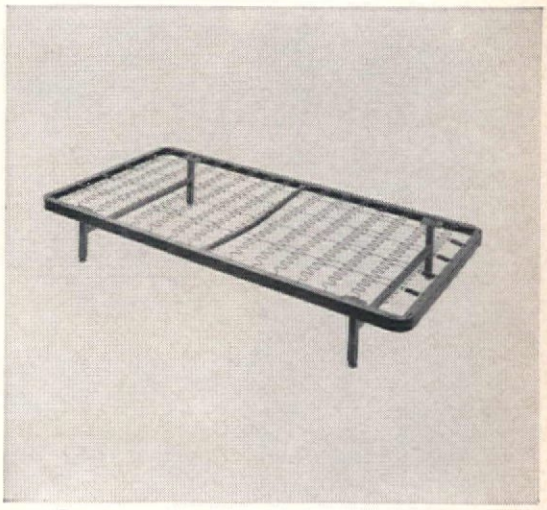


Flat-Top bunk bed with wood-grained inserts.



ıental bed with rectangular panels and straight legs.

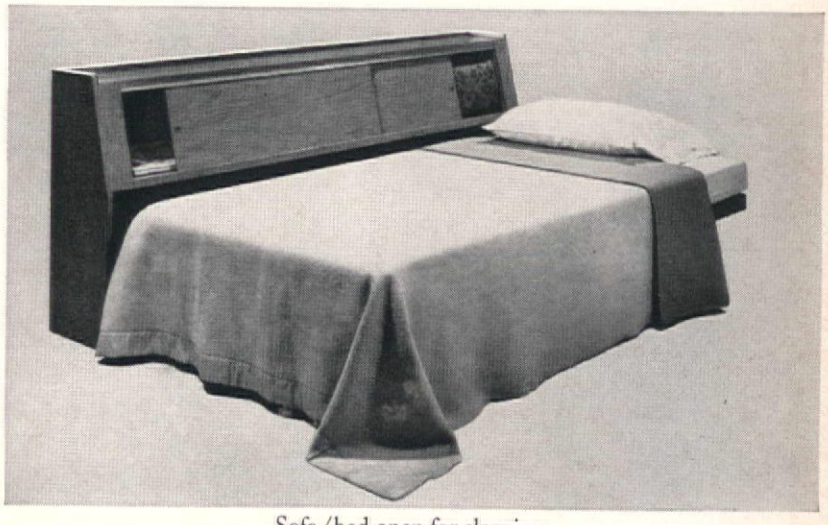
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Teak inlay chair

Architect Hans Wegner created this new design, a hand-crafted piece executed by the cabinet maker Johannes Hansen especially for Frederik Lunning. The back is gracefully hand-molded and is made in oak with teak inlay or in teak with black rosewood inlay. The frame is heavily chrome plated and the seat is available in



either Danish fabric or oxhide. A special feature of the chair is the fact that it can be easily stacked, although not designed as a stacking chair.

Circle 131 on product information card

Aztexture line of prints

Without duplicating the well-known pre-classic America's motif, Ben Rose has adapted to fabrics the highly textural surfaces of Aztec temples in creating the Aztexture line of prints and weaves. Having given special attention to the Mexican culture, Ben



Rose has produced a fabric viewpoint that is not only exciting because of its historical roots, but also because of its relevancy to today's concept of fabric design as a spatial unit. The background fabrics for the eight new prints range from cottons, imported wools, flame-resistant Verel and Rovana, to flame-resistant fiber glass. Five new weaves have been added with textures and colors that adapt to any age. Shown is the Alban with its strong architectural shapes. Printed on sheer fabric, it gives play to the overlapping linear motif through its transparent ground. The classic lines are easily adaptable to any interior design.

Circle 132 on product information card

Simplicity in a chair

Design simplicity is epitomized in the contract chair from Harvey Probber. Created as an upholstered series, it is available as shown, in a 33-inch chair unit, or in two, three and four seat sofa units up to 102 inches. For back support and seating efficiency the foam



rubber filled back cushion is 4 inches higher than the upholstered frame. An absence of welts gives an over-all appearance of a sturdy and practical chair, a quality desirable for public or heavy-use areas.

Circle 133 on product information card

Complete library system

Introduced for the use in professional, executive, faculty libraries, and offices, the Libra Series of Hardwood House, Inc. is a complete library component system. Series of book shelves from desk height to 84 inches, magazine shelving, storage cabinets, wardrobes, and bulletin boards, Libra also includes a wide selection of round and rectangular walnut tables and study carrels. All components are made from select walnut veneers with solid lumber cores through the shelving and standards which eliminate the need for any built-in shelving and cabinets.



Recessed tracks, adjustable on ½ inch centers, permit an infinite variety of shelving and cabinet combinations.

Circle 134 on product information card

Refrigerated office furniture

Credenzette Refrigerator No. 265R is being used to convert Imperial Desk Company's Stellante into a versatile piece of refrigerated office furniture. Stellante's hinged and sliding doors move away, enabling the refrigerator door to fold down providing a serving counter. The door panel can be made of oil walnut to match Imperial standard oil finish. The Credenzette Refrig-



erator is 15¼ inches high, 26¾ inches wide, 16 inches deep, and has a 1.5 cu. ft. capacity. Two ice trays are included.

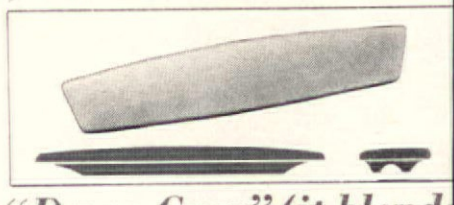
Circle 135 on product information card

le No. 205 on product information card



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The "Eterna" is virtually indestructible. It will not crack or chip and is impervious to cleaning agents. It is lightweight, warm to the touch and has color through and through.

Designed for easy application with 2 inserts for 10-24 screws to permanently secure it. Made to fit popular tubing sizes—Round tube—3/4", 13/16", 1"—Square tube—13/16" and 1".



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Circle No. 67 on product information card

PRODUCTS & SERVICES

CONTINUED

Modern rocker style

A rocker with a bold modern look and a stress on comfort is the center of attraction at Shelby Williams Industries, exclusive United States distributor for the product, exported to this country by Czechoslovakia's Ligna Foreign Trade Corp. The rocker is distinguished

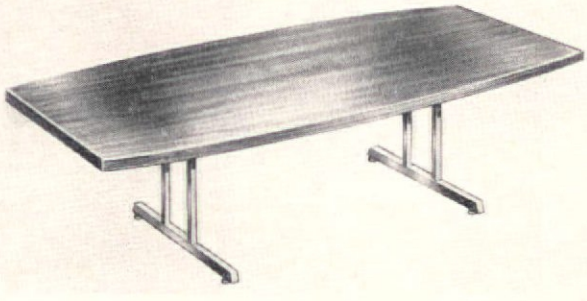


by a single piece of wood that forms the arm rest, forward leg, and bottom rocker for each side. The seat, back, and head rest are made of strong natural cane, tied in traditional Czechoslovak manner within the chair frame.

Circle No. 166 on product information card

Folding metal leg table

A new modern conference table featuring the latest square styled metal folding legs has been designed by Amtab Manufacturing Co. Available in both rectangular or boat-shaped tops of textured For-



mica or walnut finished Textolite, it will resist burns and stains and won't scratch or scuff. A 2½ inch drop edge of the same material as the top provides a rich solid appearance. The legs, which cannot be accidentally released due to the patented Glide-Matic lock, may be obtained in satin chrome, brushed aluminum, or bronze finish.

Circle No. 167 on product information card

Circle No. 69 on product information card→











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Circle No. 70 on product information card

Excel dual lamp for hotels-motels

Two metal pushbutton switches that operate individually and shades that tilt for directional light make this lamp ideal for night tables between twin beds. Designed and manufactured by Excel, this



model is the choice of Holiday Inns, which specified it for all its motels. Measuring 25-inches high and 25-inches wide, the lamp has a two-tone walnut column, unusually heavy base finished in satin black, and white Coconada washable shades. It is available also in oiled walnut and satin chrome contemporary design.

Circle No. 168 on product information card

Walnut executive furniture

Oil finished, genuine walnut executive furniture is the newest line from Alma Desk Co. Known as the Director Series, it features restrained contemporary lines accompanied by design details that pro-



vide traditional refinement. The black vinyl panels shown flank the back panels which have a diamond match veneer treatment in the center. The line offers a wide variety of cabinet and credenza arrangements and is complete with chairs, lounge furniture, occasional and conference tables.

Circle No. 169 on product information card

Circle No. 71 on product information card

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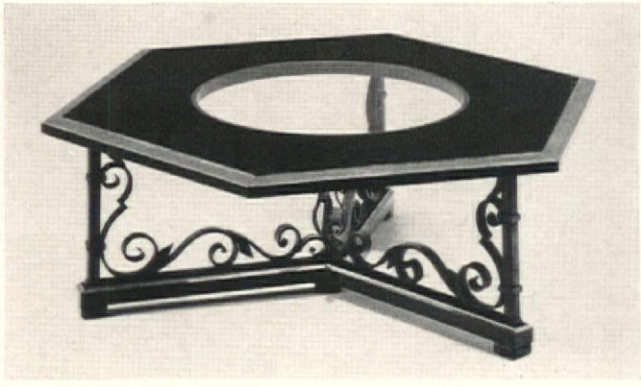
Circle No. 72 on product information card

PRODUCTS & SERVICES

CONTINUED

Hexagonal occasional table

Myrtle Desk Co. has combined interesting materials in this model from its table division. The base is wood and matte charcoal finished wrought iron. The top of the hexagonal is wood with a round glass insert. A



generous 50-inch diameter makes the piece suitable for both functional and decorative purposes in reception areas and executive offices where entertaining is a factor. Height is 16 inches; a choice of mahogany or antique crackle painted with gold trim in black, red, green or antique white, makes the piece a distinctive one.

Circle No. 170 on product information card

Outdoor-indoor brackets

Spanish and Moorish designs furnished the inspira tion for Mediterranean, the new collection by Lite Trend Division of Halo Lighting, Inc., with a serie of outdoor and indoor brackets. A heavy cas shield with a hammered texture forms the bac plate of the brackets which carries sturdy molde candles on fluted bobeches. The candles are de



signed with sculptured drippings to duplicate th look and feel of real wax. The top of the candl has a deep cup shape, so that the light from th base lamps glows through the shoulders. The on light unit is 5 by 10 inches high and extends inches. The two-light bracket is 11 by 10 inche and extends 5¼ inches.

Circle No. 171 on product information card



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Circle No. 74 on product information card

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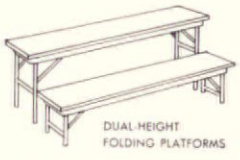
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Circle No. 75 on product information card

Circle No. 73 on product information card

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PRODUCTS & SERVICES

CONTINUED

Flexible bands replace coil springs

The 460 Series from Steelcase Inc. is a new group of flat-cushioned chairs employing flexible bands of steel in place of the conventional coil springs. These flex-band springs give under pressure and



come back immediately into place when the occupant rises. Featured also are adjustable back rests so that a person of any height can be comfortable. Thinline bases of the series are composed of cast aluminum and are available in brushed or polished finishes. The chairs may be upholstered in any Steelcase material, including new expanded vinyl.

Circle No. 172 on product information card

Caneback dining chair

Recently added to the extensive contract line of American Chair Co. is a caneback Italian Provincial



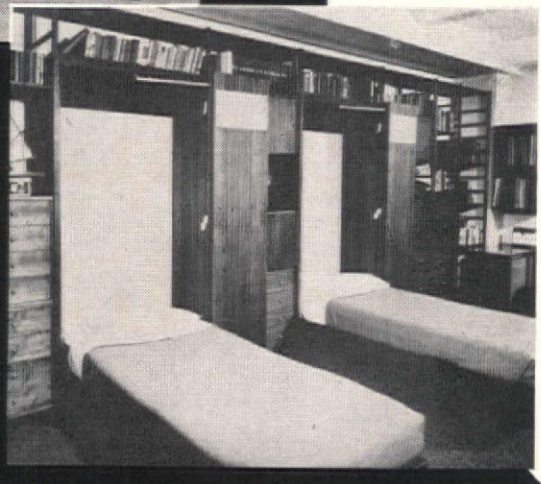
dining chair with brass acorn finials. The seat is composed of foam rubber over a one-piece rubber platform, and for luxurious dining, a wide choice of covering material is offered.

Circle No. 173 on product information card

← **Circle No. 76 on product information card**

Circle No. 77 on product information card





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Circle No. 78 on product information card





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Chair 3200: chromiumplated steel, upholstered seat, back/armrest in teak, oak, black. Design FH. Table 3608 (diam. 29½"), table 3609 (diam. 35½"): h. 27½", base in aluminium, tabletop teak. 3608 also available with top in artificial slate. Design Arne Jacobsen. Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York, N.Y. 10021, Telephone (212) 838-3225. Division of Fritz Hansen, Copenhagen.

FH

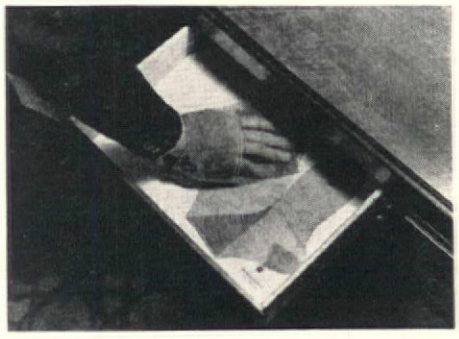
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PRODUCTS & SERVICES

CONTINUED

New CFR program

Designed to help manufacturers upgrade their products while reducing operating costs, the Custom Finished Royalcote program from Masonite Corp. combines service capability with new technological developments in the field of fabricated components. Under the program, Masonite engineers, fabricates, and custom finishes

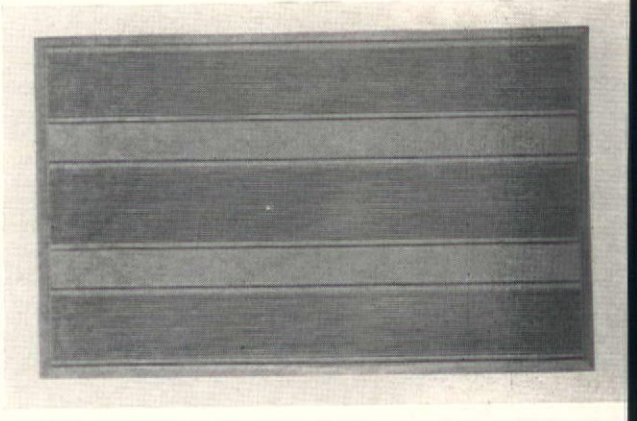


such components as exposed hutch backs, drawer bottoms, and sliding doors, to the furniture manufacturer's specifications. The fabricating plants, located close to the manufacturing areas for speedy delivery, are equipped to saw, cut, shape, sand, rout, bore, drill, and laminate CFR components. Base material for the components will be Masonite top quality hardboard that has high racking strength, stability, smooth surface, and excellent resistance to warping, staining, splitting, splintering, cracking, and delaminating. The components are available in a wide range of custom woodgrains, patterns, solid colors, and textures.

Circle No. 174 on product information card

Vinyl floor mats

Vinylan is the merchandised name given to the vinyl floor covering by Broadloom Imports Inc. The line consists of a utility mat 17 by 19½ inches in eight colors: red, green, white, gold, blue, char-

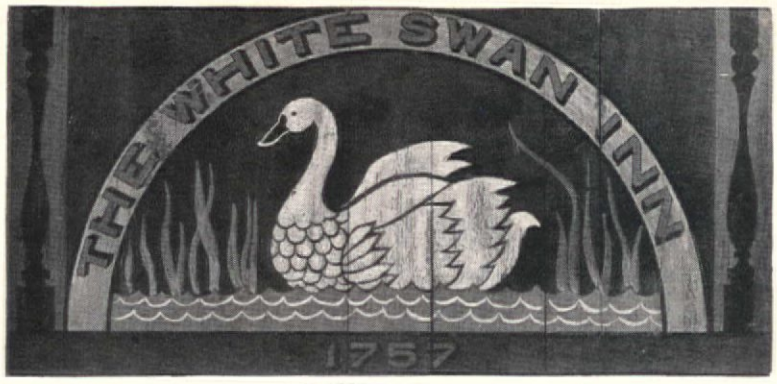


coal, black, and clear; a door mat 18 by 30 inches entrance mat 24 by 39 inches; and super mat 3 by 48 inches found in four colors. The mats ar designed to scrape the dirt from the shoes and ar impervious to grease, oils, and alkaloids.

Circle No. 175 on product information card

← **Circle No. 79 on product information card**

Circle No. 80 on product information card



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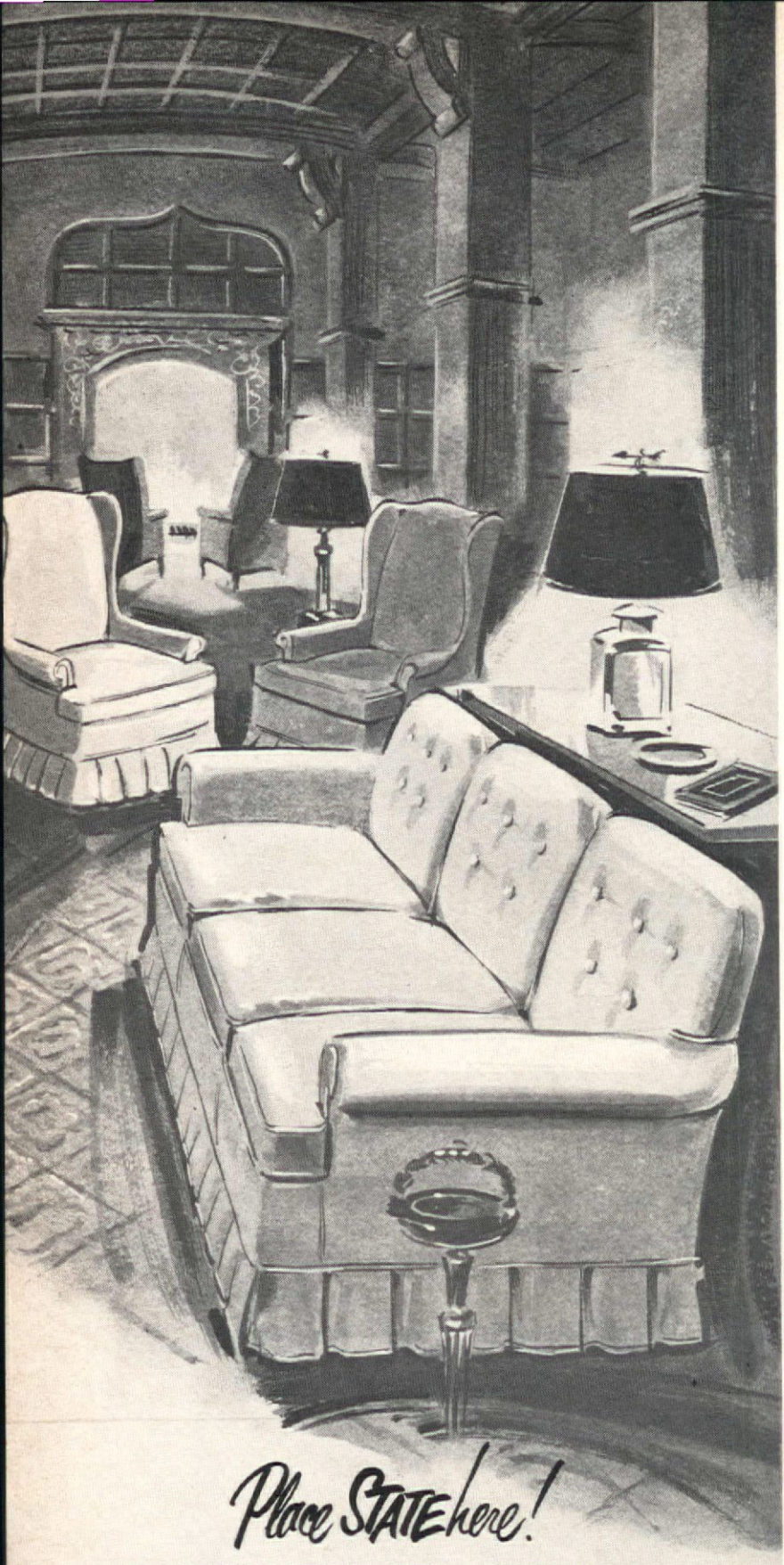
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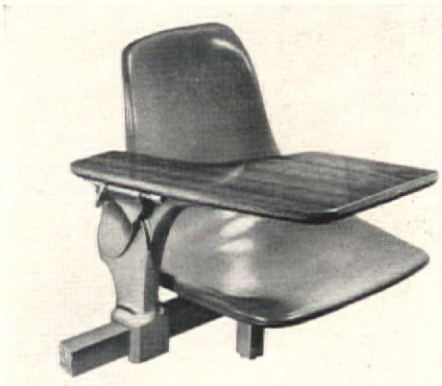
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PRODUCTS & SERVICES

CONTINUED

Tablet arm mechanism

A new mechanism which guides movement of school chair tablet arms from a writing position to under seat storage in one swift movement has been developed by Amerock Corp. Available as a standard item the mechanism's floating action results from a counterbalancing mechanism housed within the two halves of its die casting. An exterior helical cam employs

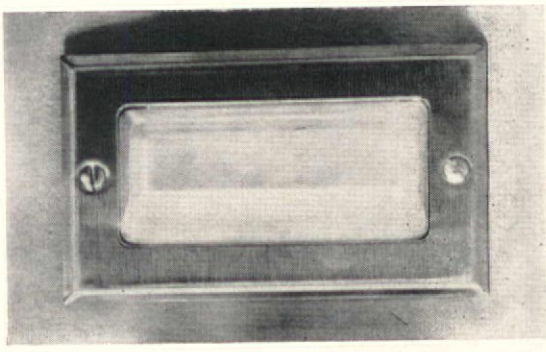


gravity to rotate the tablet arm into final stored position, resulting in no spring action to cause noise when the tablet arm moves against the armrest. The armrest pad of ABS resin, warmer to the touch than metal, has a simulated leather surface. Among the advantages of the armrest are increases in aisle space and minimum of interference with floor cleaning.

Circle No. 176 on product information card

5000 hour light

The H100 Series is a new corridor light designed for industrial, commercial, and institutional application by S.H. Couch Co., Inc. The light is mounted in a single-gang outlet box and the rectangular frosted plastic dome is in a single-gang device plate of

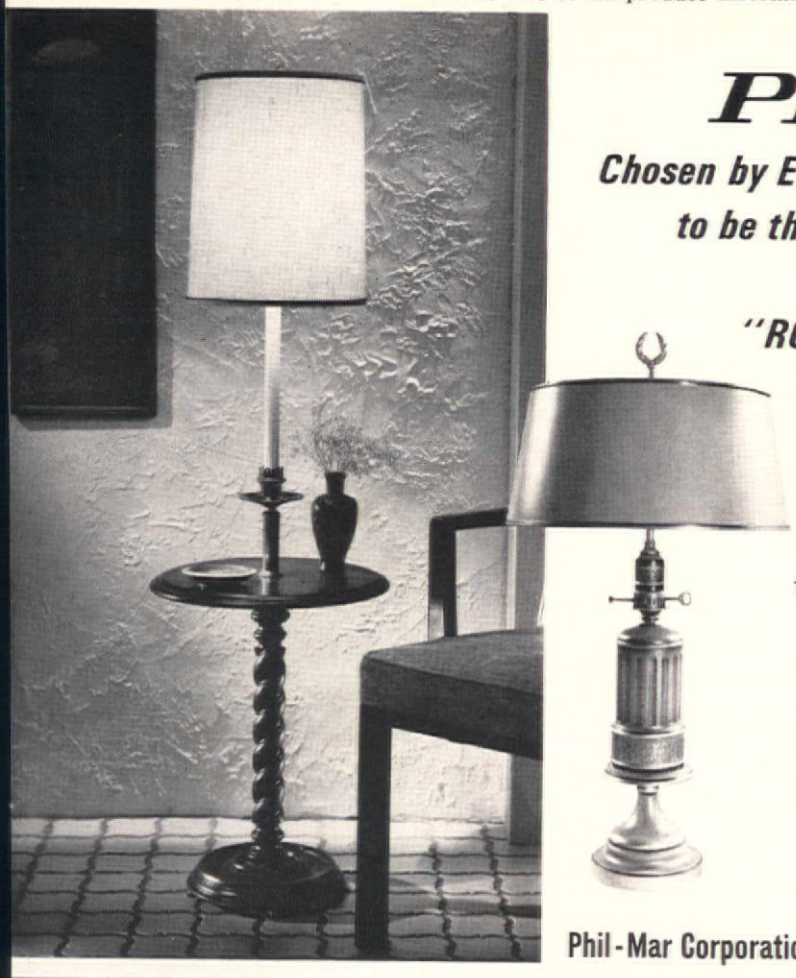


satin-finish stainless steel. The models are available with either 1, 2, 3, or 4 lamps in either white, amber, green, or red. Lamps supplied with the corridor lights are 24-volt, AC with an average life expectancy of 5,000 hours. H100 lights have been used to display "Stand By," "Alert," and "On The Air" conditions in radio stations; in hospitals, they are mounted above patient doors to locate calls.

Circle No. 177 on product information card

← **Circle No. 82 on product information card**

Circle No. 83 on product information card



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Circle No. 84 on product information card

PRODUCTS & SERVICES

CONTINUED

New Collection by Thibaut

Richard Thibaut, Inc. scattered daisies against a striped background to create the Do Tell pattern from



Designs of Today Volume VIII, a collection of 131 new wallcoverings. The line is styled and coordinated to match all decorative schemes.

Circle No. 178 on product information card

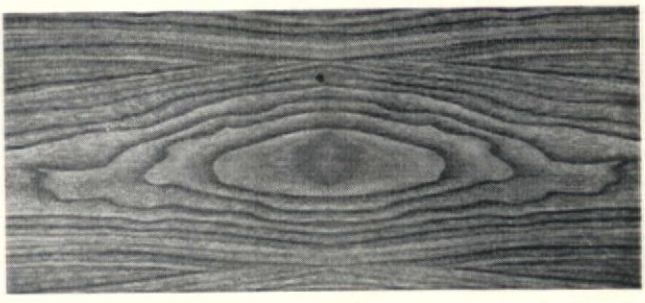
Tufted indoor-outdoor carpet

Instant Turf, the indoor-outdoor carpet of Crown Tuft Carpet, is made of Herculon (Hercules Co.'s olefin fiber) on a double polypropylene back, with acrylic binding the tufts to the backing. The underside features a polyurethane foam layer resulting in a cushiony feel. This allows installation without adhesive for removal of the carpet from outdoors to in during the winter months if desired. Produced in eight colors, the four green shades have proved the most popular, with the red and blue shades trailing. Crown Tuft is marketing Instant Turf in 12-foot and narrower widths.

Circle No. 179 on product information card

Prefinished hardwood plywood

A prefinished poly-coated plywood panel is now available in hundreds of fine wood grains, solid colors and patterns for use in cabinet and furniture manufacturing from Irimaru Co. The polyester coating is bonded to genuine hardwood plywood and offers fade resistance, stain resistance, long wear,



and easy maintenance, while giving the appearance of hand-finished veneers. The poly-coating that protects the finish won't yellow, crack, craze, or peel with age, according to the manufacturer. It is available in thicknesses from 1/8 inch to 1 inch.

Circle No. 180 on product information card

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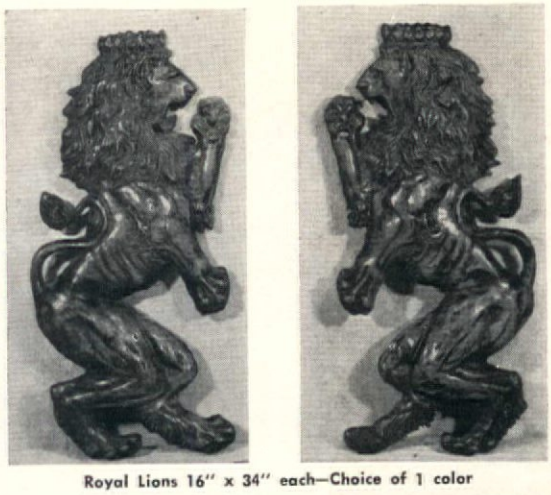
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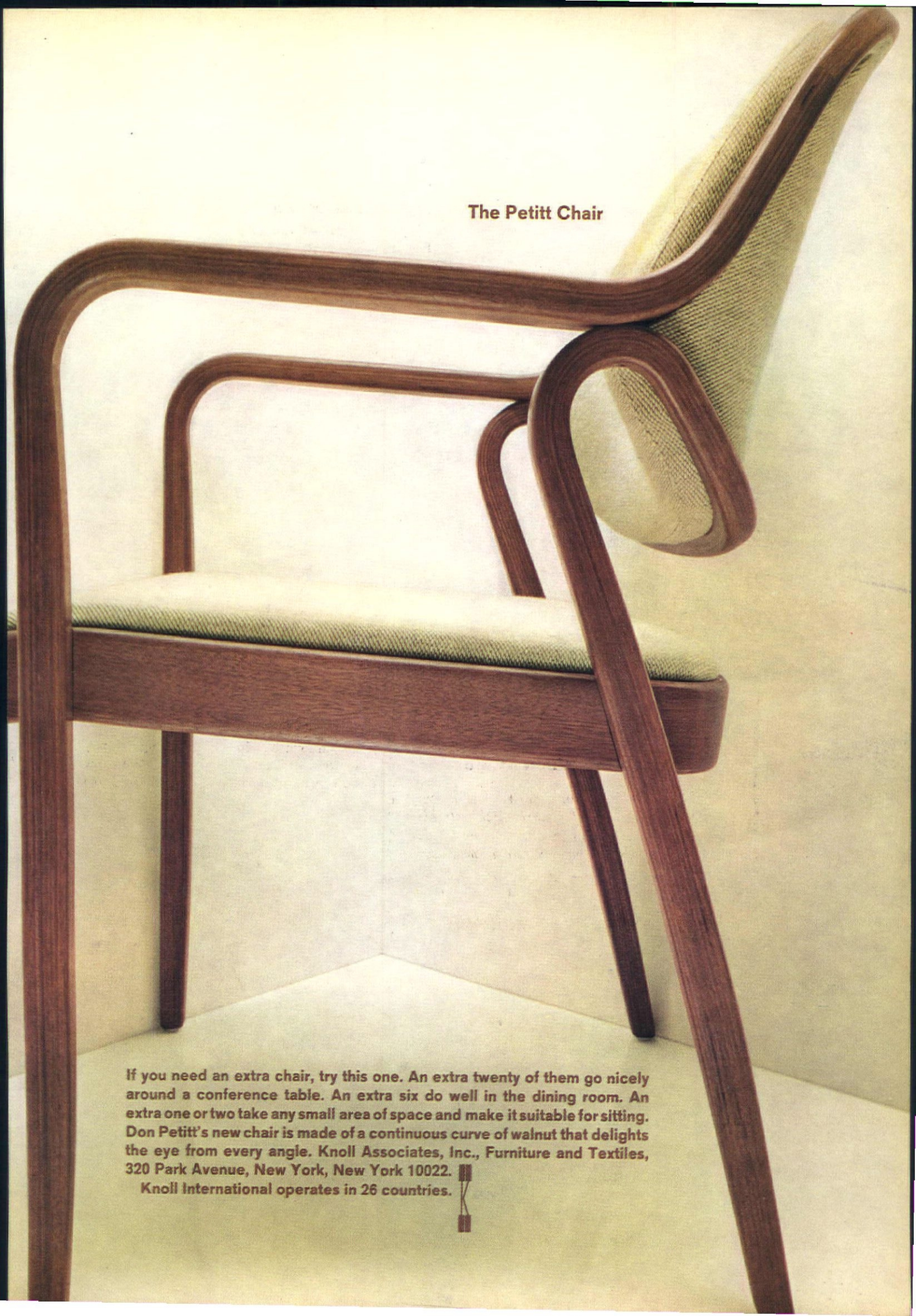
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Circle No. 85 on product information card

Circle No. 86 on product information



If you need an extra chair, try this one. An extra twenty of them go nicely around a conference table. An extra six do well in the dining room. An extra one or two take any small area of space and make it suitable for sitting. Don Petitt's new chair is made of a continuous curve of walnut that delights the eye from every angle. Knoll Associates, Inc., Furniture and Textiles, 320 Park Avenue, New York, New York 10022.

Knoll International operates in 26 countries.



This is Medallion Stripe

One of a series of 22 exciting new Warner designs, hand printed on wonderful vinyl. Architecturals, paisleys, black & whites, traditional and contemporary designs. Everything you need to make your interiors outstandingly beautiful . . . yet completely practical. Samples of vinyl shown are available.

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Circle No. 87 on product information card

New Matador chairs

McDowell-Craig's exclusive polished chrome finis is being used on all metal surfaces of the Matad chairs, a new group of contemporary office chai now in production. Standard comforts featured each chair include form-fitting contoured bac



flexible backstrap, and contoured latex-rubber se Several of the chairs in the line have cantilever arms with solid oil finish walnut, while ma offer a choice between fixed bases and revolvi and self-return bases. In addition to the new chai McDowell-Craig also carries a full complement office desks, chairs, and other custom office fu niture.

Circle No. 181 on product information card

New chair line from United Chair

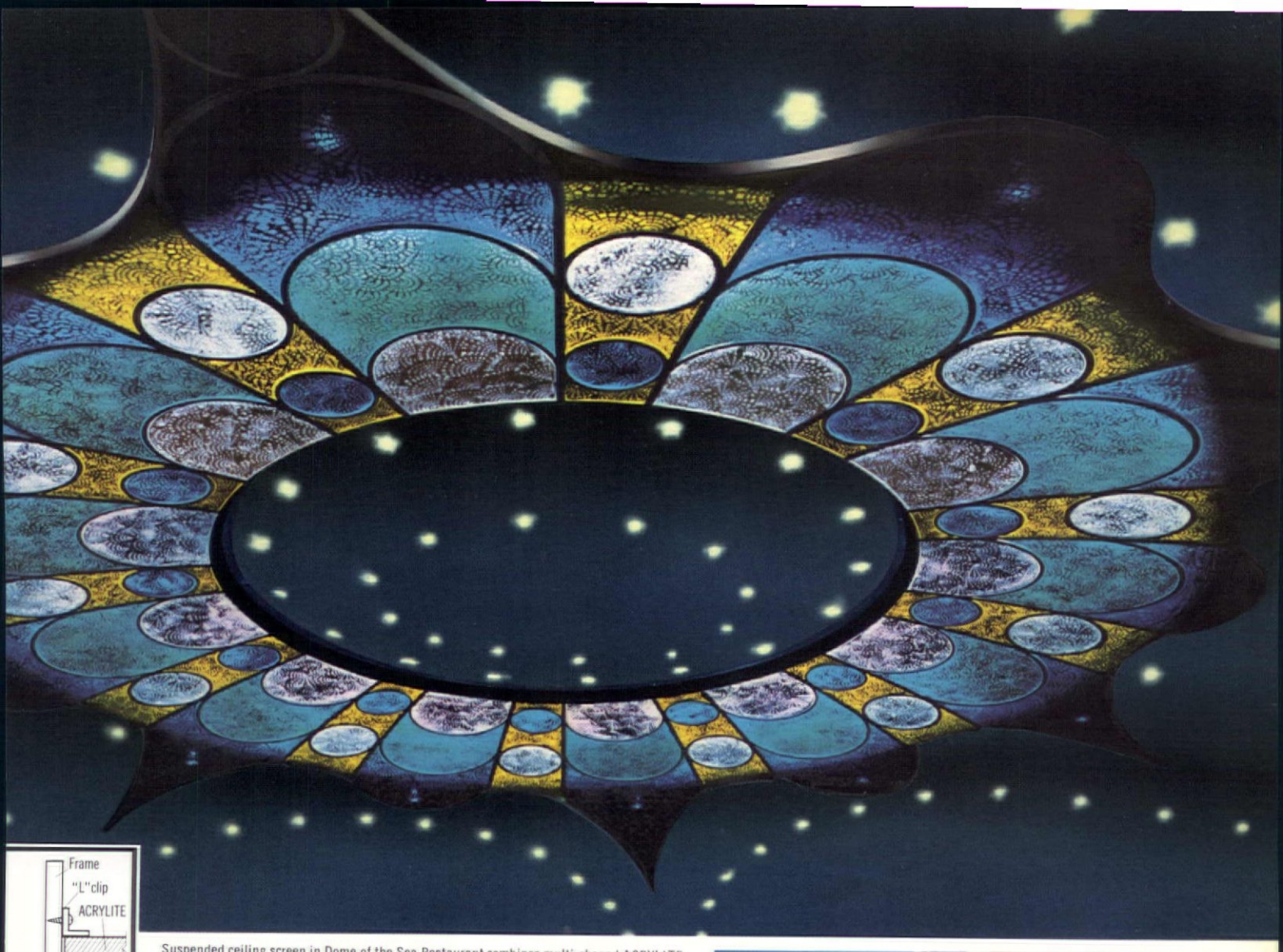
An innovation in steel seating is in production United Chair Co. Employing the curved back, t new line, known as the Caribe, offers multi



seating for reception and lounge areas, besi contemporary-styled executive and secretarial chai Frames are available in a choice of seven bon DuPont enamel finishes, or brushed or polis chrome. Seat and back upholstery may be selec from sixty fabrics and colors.

Circle No. 182 on product information card

Circle No. 88 on product information



Suspended ceiling screen in Dome of the Sea Restaurant combines multi-shaped ACRYLITE panels of varying hues set into extruded aluminum frame. Interior design by Albert Parvin & Company, Los Angeles, California. Fabricated by Ben Mayer Designs, Culver City, California.





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hat's what the Dome of the Sea Restaurant at the Dunes Hotel in Las egas did with this shell motif ceiling unit. Scrolled ACRYLITE® Acrylic heets in blue, yellow, aquamarine and white flow together to suggest an usion of underwater mystery, and are back lighted to provide evenly iffused illumination for relaxed dining. This is only one of the imaginative ays ACRYLITE is being used in hotels, restaurants, lounges, motels, ommercial and residential interiors. Its beauty lasts a lifetime . . . won't ade or discolor with age.

CRYLITE is shatter-resistant, lightweight, weatherproof, easily cut, rmed and fabricated. It is classified as a slow burning plastic by Under- riters Laboratories, Inc. It comes in over 70 patterns and colors; smooth textured surfaces; transparent, translucent or opaque; standard sheet zes and thicknesses. For more information, refer to Sweet's Architectural le 7d/Am. See for yourself how ACRYLITE can add excitement to interiors.

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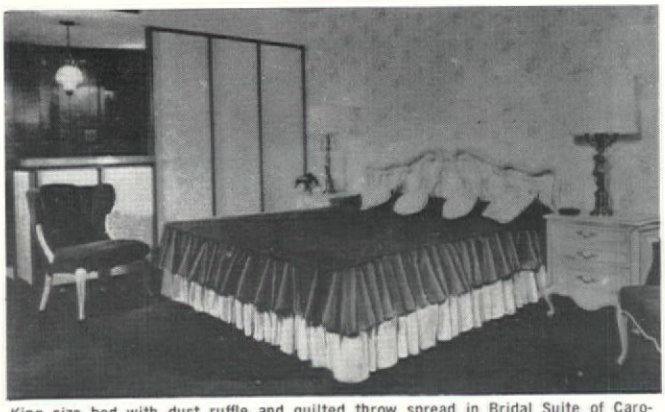
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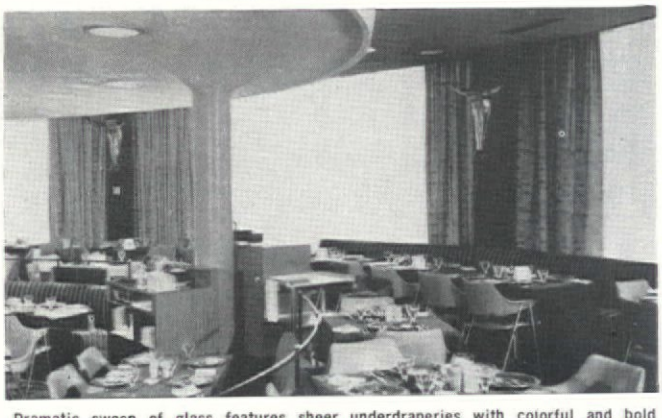
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Dramatic sweep of glass features sheer underdraperies with colorful and bold patterned overdraw panels at Hearth and Embers dining room of Manger Motel, Charlotte, N.C.

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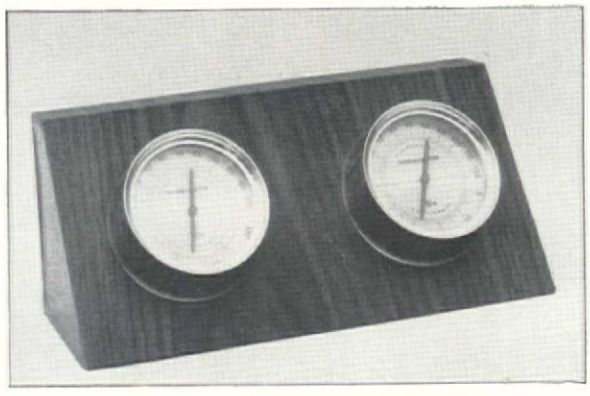
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PRODUCTS & SERVICES

CONTINUED

New gift line in clocks

A modern dark wood grain base highlights the spun gold of the precision double pointer humidity in-

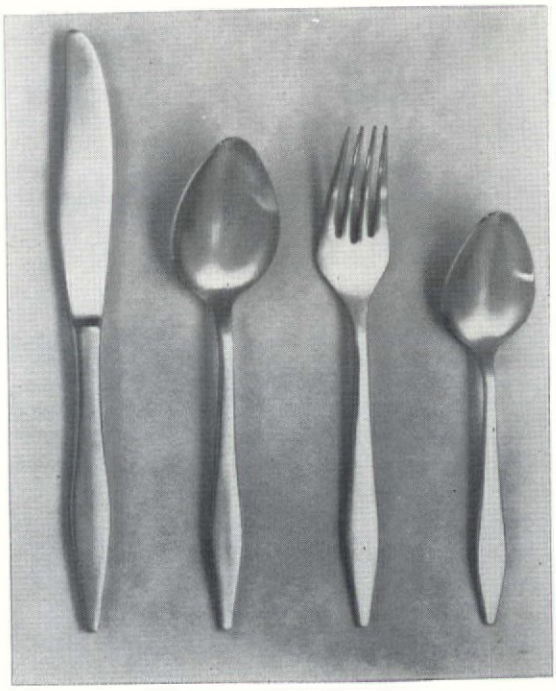


dicator and thermometer dials of the Exec Hygrometer-Thermometer Weather console for desk or shelf. Distinctively styled from the Thermometer Corporation of America its dimensions are 9-inches wide by 3½-inch high.

Circle No. 183 on product information card

Silver look for Majestic flatware

The new Intrigue flatware pattern by Majestic Silver Co. combines the polished look of fine silver with the



durability needed by hotels and restaurants. The utensils have modern tapering shape that is elegant while being easy to handle. The pieces are made in extra heavy weight with teaspoons 11 pounds per gross and other pieces in proportion. The one-piece knives have solid handles and forged serrated edge blades.

Circle No. 184 on product information card



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PRODUCTS & SERVICES

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Easily installed floor tile

Johns-Manville has introduced a new Vinylcraft floor line with Vinyl Brick, an embossed vinyl-asbestos tile. Because Vinylcraft flooring tiles are identical in design and the border is uniform in

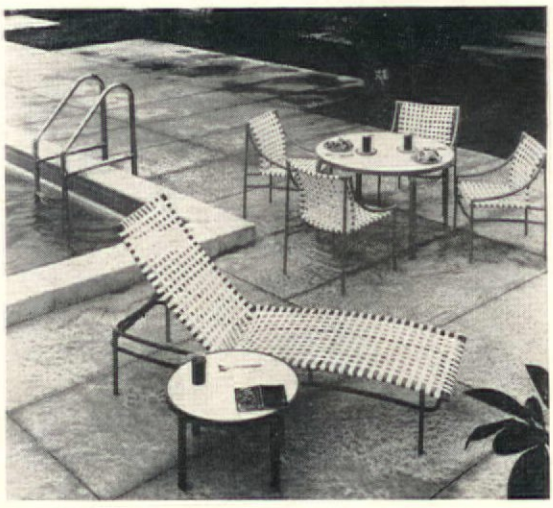


width and depth, they may be installed in any direction. Vinyl Brick comes in a 12 by 12-inch size and in a ⅛-inch thickness. With grouting in a complementary style, it is available in either white or red.

Circle No. 185 on product information card

Tropitone's Aegean casual furniture

Classic simplicity translated into contemporary form characterizes the aptly named Aegean Series of casual furniture, designed by Donald Colby & Associates for Tropitone Furniture Co. For poolside or patio, the dining chairs, lounge chairs, ottomans, tables, and chaises have simply styled aluminum frames that are functionally finished in baked acrylic



enamel, in a wide choice of colors. All seating units have one-inch-wide replaceable extruded vinyl lacing, closely spaced for comfort. Unbreakable Titon table tops are easily maintained by simply wiping clean with a damp cloth.

Circle No. 186 on product information card



Gretchen doesn't fool around.

That's Gretchen Birge, AIA, AID. She's our president. She takes her business seriously. You might already know her as an architect or interior designer. This unique background helps. Because you can then expect from Birge Designs Incorporated, a selection of wallcoverings that reflect a complete understanding of your specific demands. So, come up and make a demand. *(Mrs. Birge is reviewing 'Medallion Stripe'.)*



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Circle No. 93 on product information card

Here's a stack chair with a new, exclusive feature. It stacks straight up—as high as you want to go—without tilting!

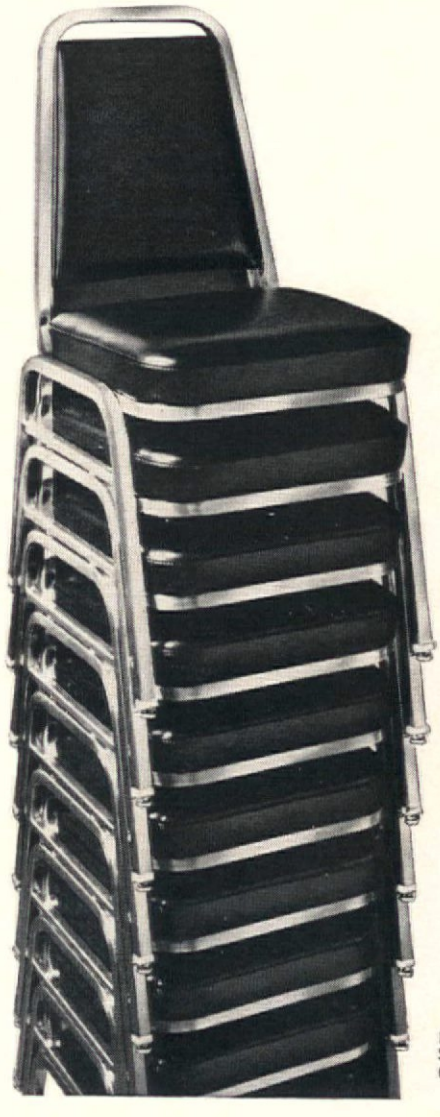
Eliminates need for special chair dolly. This chair also features: a newly designed leveling glide that won't snag fabrics when chairs are stacked; screw-on bumpers that are virtually impossible to dislodge; standard wrap-around frames also include crossbars to provide extra strength, make it easy to stack and unstack chairs . . . guarantee years of rugged use.

Square tube frame in polished chrome, satin chrome and painted finishes. Foam filled seat, fully upholstered back.

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B. Brody Seating Company
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Stacks straight up!

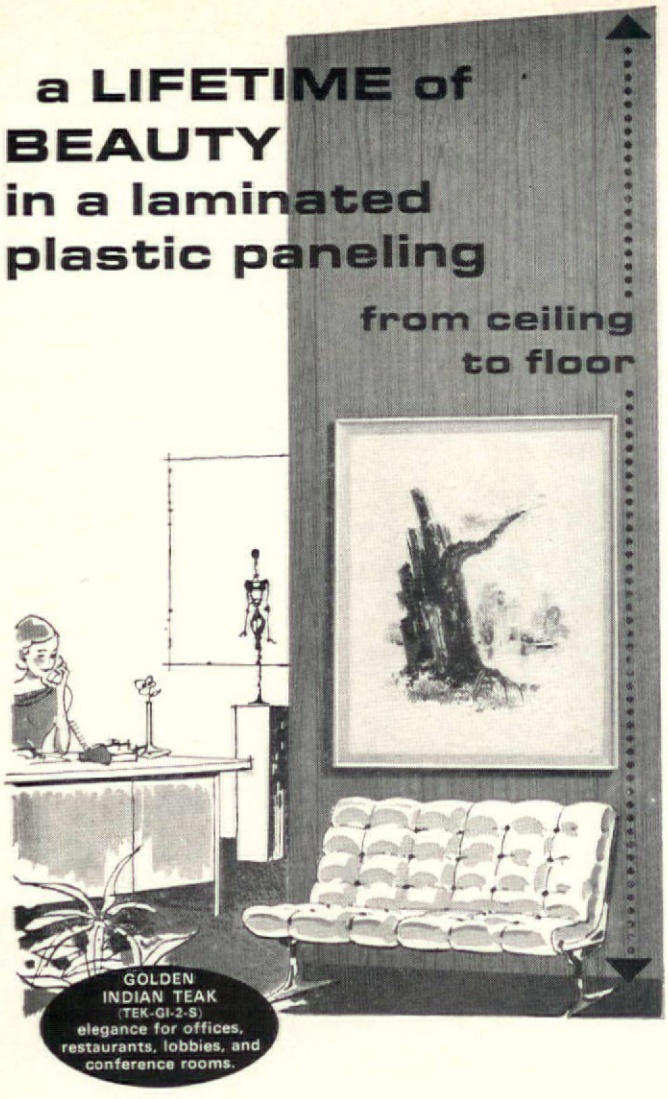


No. 405 STACKING CHAIR

See us in Booth No. 4101 A&B at the N.Y. Hotel Show, Coliseum, New York City, November 7-10.

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Exclusive 10-foot lengths of Lamidall plastic laminate planks and panels eliminate the "added-on look" for wall paneling. Finished job has uninterrupted elegance.

Wide choice of authentic, high fidelity wood grains and solid colors to match every mood and decor.

Rugged outer layer of a continuous process polyester laminate provides a tough surface impervious to stains, scratches, heat, and wear; easily maintained—wipes clean with a damp cloth. Lamidall offers all the indestructible beauty and counter-top quality of high pressure laminates at about 1/3rd the cost.

Concealed, patented clips hold panels in place; provide floating wall construction that prevents buckling and cracking. Looks beautiful . . . stays beautiful! Available in 8-foot and exclusive 10-foot lengths; 16-inch planks and 4-foot panels. Satin or textured finish.

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Circle No. 95 on product information card

PRODUCTS & SERVICES

CONTINUED

Distinctively designed chair

Fresh off the production line at Jansko, this new chair comes in either executive or lounge chair seat style. Coverings for the chair come in vinyl



or fabric with all standard colors available. The cast aluminum base is presented in a swivel and in tandem seating arrangements. Extremely versatile, the chair also is available with a right arm, a left arm, or a double arm.

Circle No. 187 on product information card

Distinctive wallcovering fabrics

Gilford, Inc. has introduced several new vinyl wallcovering fabrics. Marked Tree suggests the look of bark with a color variance from birch white to brown cork. Domingo is a blocked cork design, in which random patches of darker tones are woven in and out of blended background colors to achieve a distinctive textured look.

Circle No. 188 on product information card

Eagle chairs by Charlotte

New arm and side chairs by Charlotte Chair Co. feature a carved eagle on front and rear, and no-sag



foam padded spring base seats. Made of birch wood the chair is available in six finishes and a wide variety of upholstery.

Circle No. 189 on product information card

Circle No. 96 on product information card



CENTURY PLAZA HOTEL... BROWN-JORDAN

Don Robbins, the designer for the beautifully appointed Century Plaza Hotel in Los Angeles, used Brown-Jordan, the finest outdoor furniture, for all exterior needs.

The ornamental pool area shown makes elegant use of Brown-Jordan's "Atrium" pattern in dining tables, chairs and benches.

The sidewalk restaurant "Cafe Plaza" uses Brown-Jordan's "Woodland" on the terrace. The swimming pool and the balcony of every room sport "Century" . . . designed for, and named after the great Hotel.

A successful wedding of fine designs.

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PRODUCTS & SERVICES

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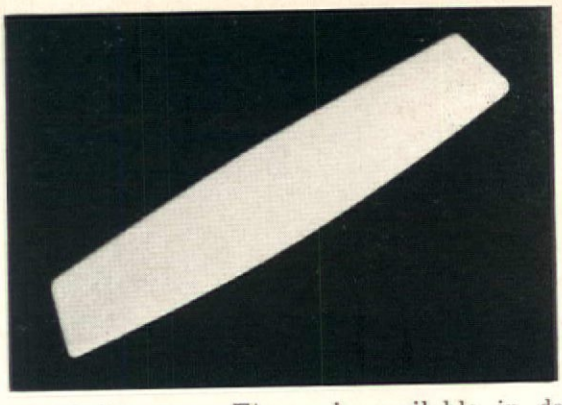
Crisp, sharp, deep Vileau colors

Twenty-three new colors have been added to the Vileau Vinyl Upholstery Fabric Collection by the fibers and fabrics division of Union Carbide Corp. Market research indicating green family dominance in the next twelve months made green the favorite in the new collections. Ranging from deep black-olive, bronze, and Empire shadings to bright yellow-greens and sparkling blue-toned greens, the collection also ventures into wine-toned and sandy reds as a complement color. The addition of vibrant colors as lemon yellow, tangerine, tiger lily, delphinium, and cyclamen have as counterpoint clear rich navy blue and soft sand. The new colors, all available in 32-ounce expanded material with matching trim-weight fabric, increase coordination potential of Vileau, the company points out.

Circle No. 190 on product information card

Custom styled armrest

Plastiglide Mfg. Corp. has styled the new Eterna armrest of an indestructible material which it claims will not crack or chip. Fitting round or square tubing sizes, it has two inserts for 10 to 24 screws



that hold it secure. Eterna is available in dawn gray, or special colors with a minimum order.

Circle No. 191 on product information card

Cock-fight chair inspires Roughrider

The spectator's chair used at ringside of the once popular cock-fights was the inspiration for Johnson Plastic Tops' new chair, the Roughrider. Built with the ruggedness to take wear and tear, it is at the same time expertly finished to complement prestige surroundings. Produced from high-grade spruce, the chair is available in two popular finishes, natural or antique.

Circle No. 192 on product information card



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209-1

Opaline column, antique polished gold and black marble mountings.
Height 42" $69.50

Paul Hanson

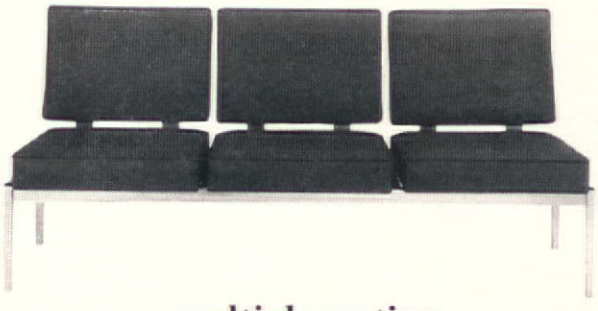
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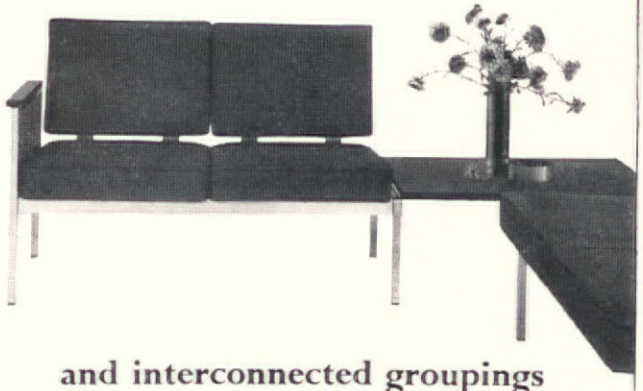
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new Sturgis single,



multiple seating,



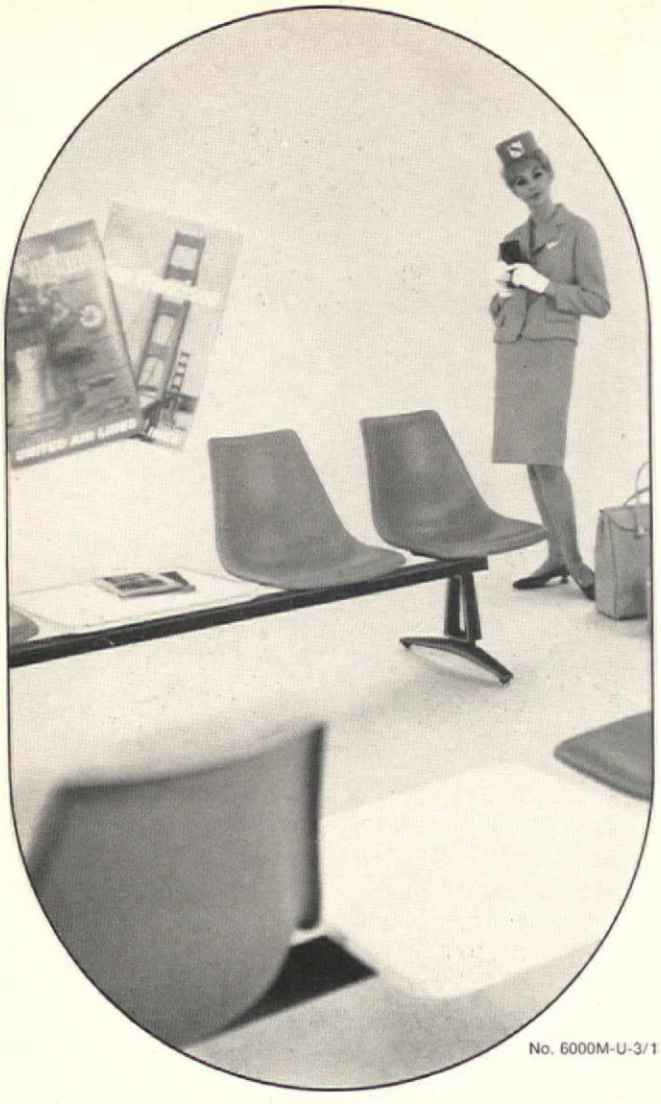
and interconnected groupings

Modern and modular—that's the new Sturgis 300 Line. It creates pleasant environments in any reception or waiting room. Modular single, double and triple seating units, with or without arms, combine and interchange with tables and bench seats to give you almost limitless flexibility. Sturgis delivers the arrangement you want, assembled, but you can easily rearrange the modules to create new groupings.

Sturgis 300 Line units are sturdy. Frames are steel. Seats and backrests of one-piece foam cushions offer lasting comfort. Legs are finished in enamel, custom aluminum or satinized chrome. Yours in a handsome choice of upholsteries. Write today for your copy of a full-color brochure showing the complete line. Department CM-105, The Sturgis Company, Sturgis, Michigan 49091.

STURGIS 300 LINE

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The setting is busy...
The seating is Krueger!

Wherever people sit and wait, seat them comfortably, conveniently on Krueger MODULAR SEATING. Molded fiberglass shells and plastic-top table units are mounted in 2, 3 and 4-unit combinations on heavy-duty cast iron bases that stay put—no shifting or tipping. These multiple units gang in-line or back-to-back for unlimited arrangement flexibility in reception and waiting rooms, lobbies, lounges and retail stores. For added luxury, the shells (illustrated) can be foam-cushioned and fully upholstered in long-wearing Naugahyde or deep textured fabric.



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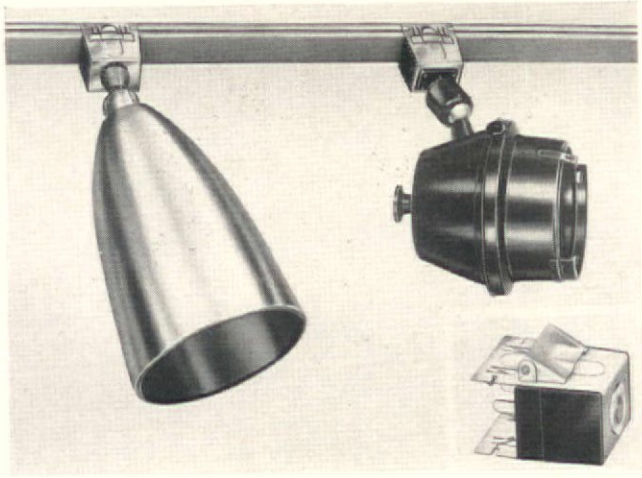
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Wiremold Co. provides light adapter

A new light fixture adapter by Wiremold Co. permits easy rearrangement of lamps to meet new lighting requirements in commercial, industrial, or institutional locations. Most standard swivel or stationary fixtures with threaded stems can be fastened to the 2021LA adapter, which plugs onto a receptacle in either Plugmold 2000 or 2100 multioutlet systems. A locking cam secures the adapter to raceway.



Circle No. 193 on product information card

Upholstered bar stool

Thirty new patterns were added to American Chair Co.'s extensive line of bar stools. Shown is an upholstered swivel stool on an English Taven base. Available in stationary base, or with contemporary leg base.



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Circle No. 102 on product information card

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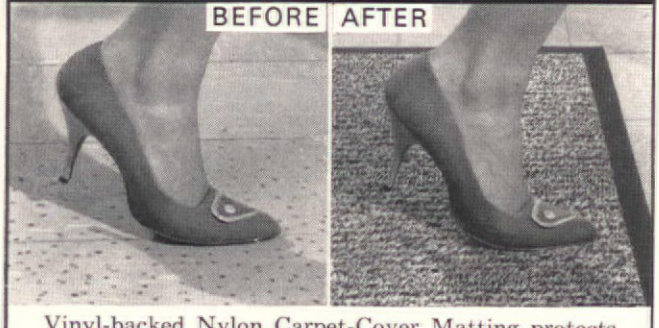
The exclusive Densiwood process gives rich woods the mar-proof durability of a diamond—where it counts. *No dents, scratches or scuff-marks! No jagged corners to snag nylons!*

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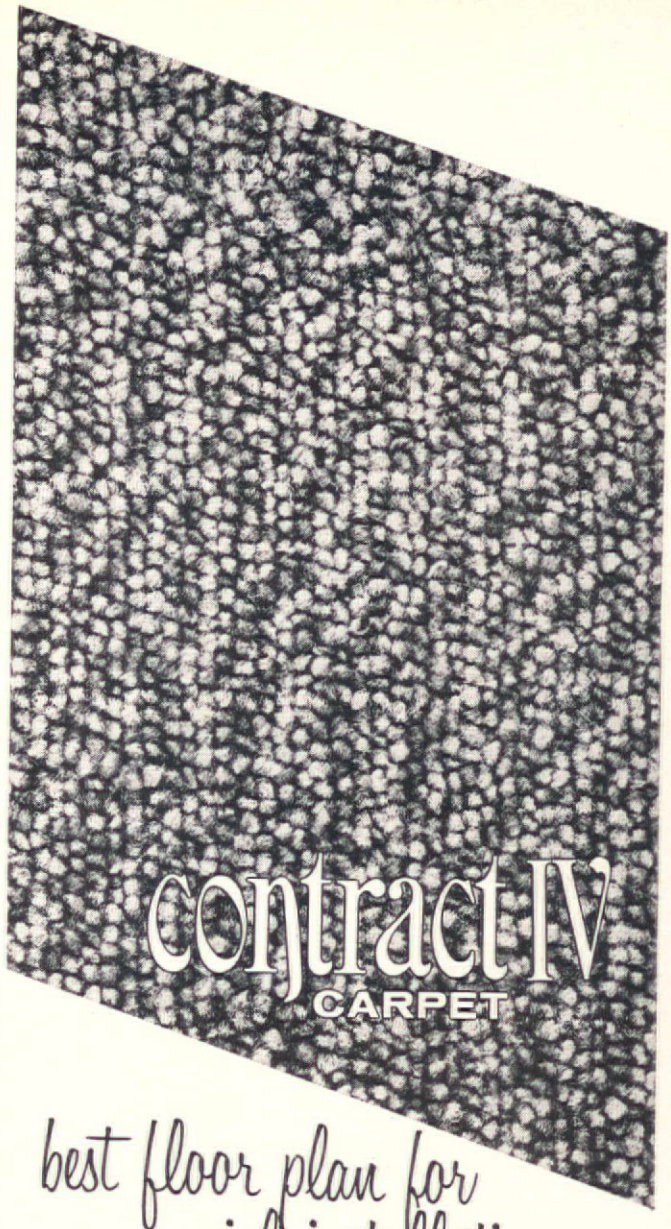
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Don't be afraid to ask. Interior people throughout the country have learned to turn to Charlotte for those special seating touches. Get Charlotte Quality. Get Charlotte Design. All within your seating budget. Send for the new Charlotte Catalog today.

charlotte chair company
CHARLOTTE, MICHIGAN

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PRODUCTS & SERVICES

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Fiberglas chairs by Milwaukee Chair Co.

Milwaukee Chair Co.'s new Fiberglas series was designed to conform to the specification of the Chicago



Civic Center, to provide comfortable and attractive seating with little maintenance. The new chair features a Fiberglas shell with cast aluminum arms, Naugahyde cushions, and a solid silicon bronze base on casters.

Circle No. 195 on product information card

Masland adds colors to outdoor carpet lines

C.H. Masland & Sons adds variety to its Vectra indoor-outdoor carpet lines with new colors. Vorney, a luxury 37-ounce carpet with a random hand-sheared texture, is expanded with four new solids—golds, turquoise, radiant blue, and bronze green, making a total of sixteen mixed and plain colors. Street Scene now includes sand, blue grass, and strawberry, for a total of six colors. Vectra an olefin fiber, is produced by The Vectra Co.

Circle No. 196 on product information card

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any size!

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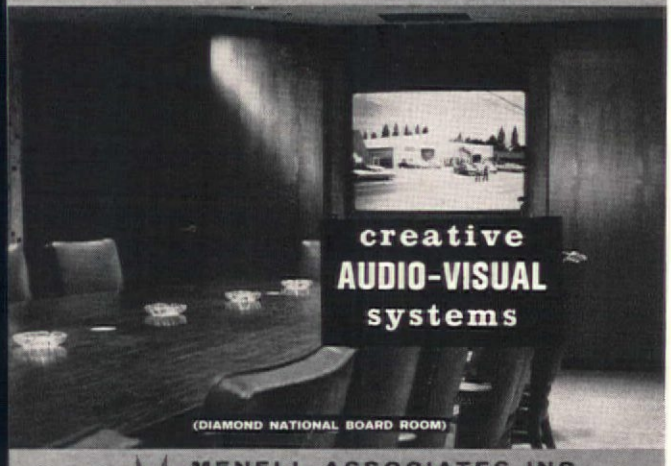
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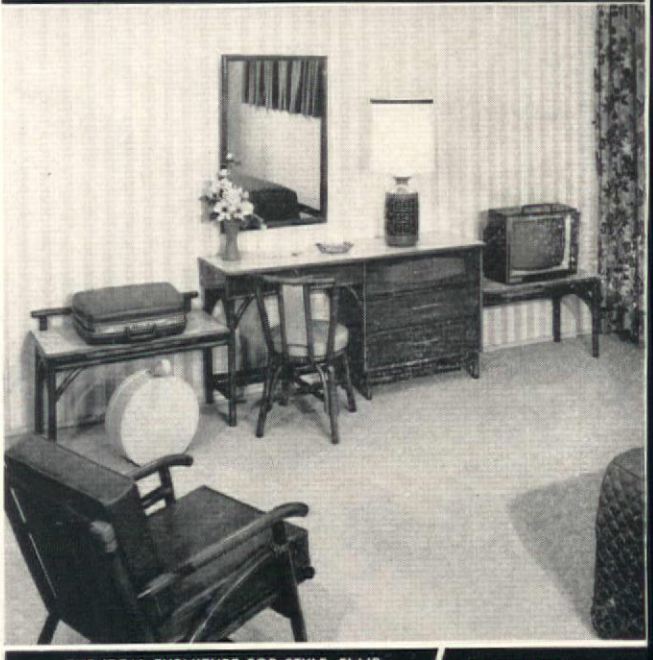
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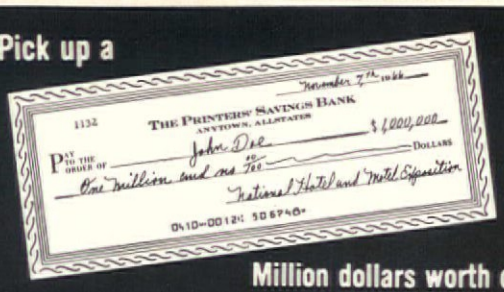
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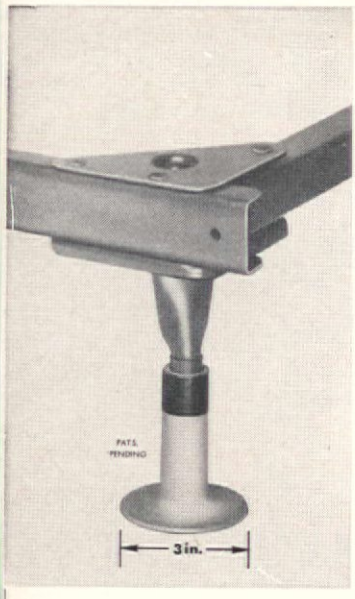
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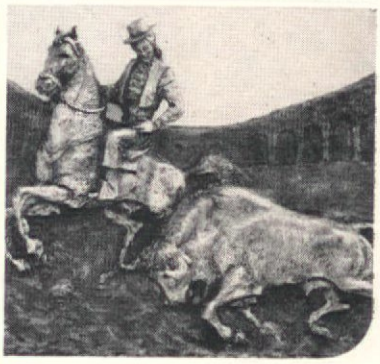
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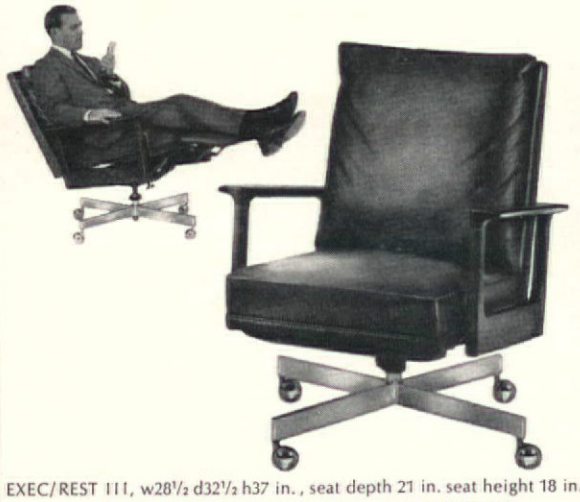
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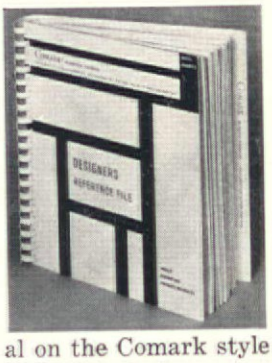


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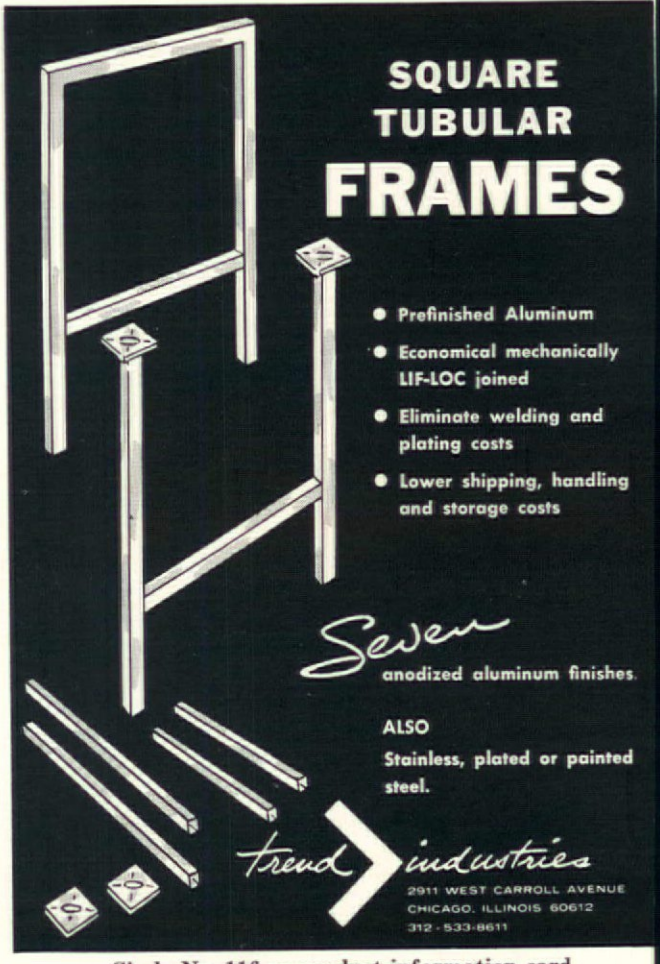


A comprehensive reference file of wallcovering and upholstery materials has been prepared by United Merchants & Manufacturers, Inc.'s, Comark Plastics Div., for the libraries of architects, industrial designers, decorators, and contractors. This new file includes swatches and descriptive material on the Comark style line, specifically Nymarra, Comarra, and Comark Cork.

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The revised edition of the Sound Advice manual covers seventeen improved gypsum wall assemblies, plus updated specifications on many more. Published by Georgia-Pacific's Bestwall Gypsum Division, the enlarged 36-page manual covers 32 structural systems for wood, steel, or gypsum stud and solid partitions. It includes a partition selector guide, cut-away drawings, detailed material lists, sound and fire ratings, plus other technical data.

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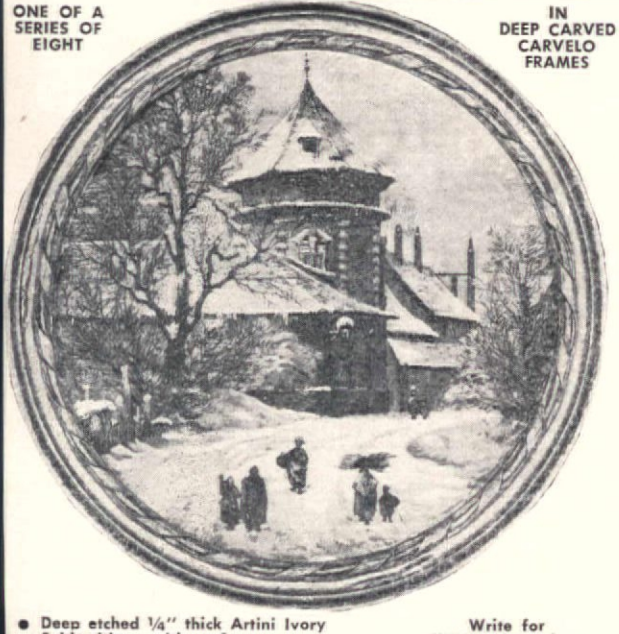
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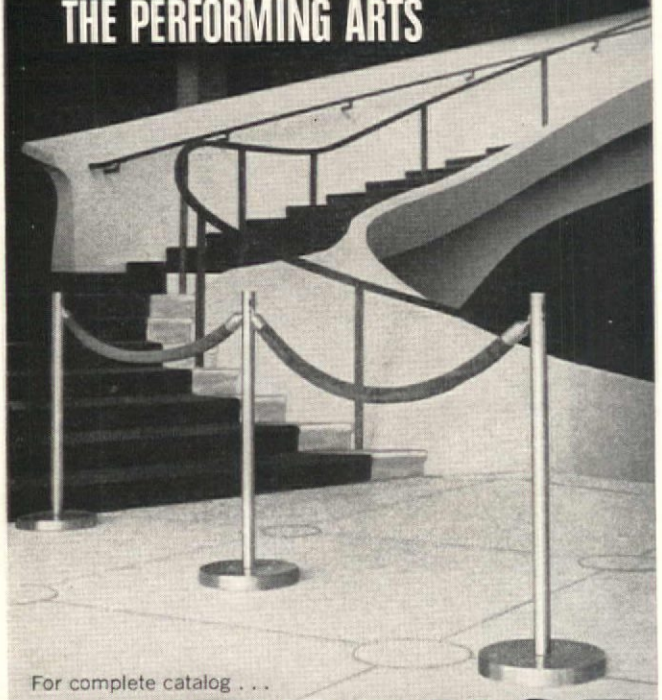


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A 24-page catalog from Tennsco Corp. shows its complete line of matched files, cabinets, and shelving. Included also are illustrations and complete facts on its expanded line of Imperial Roll-Out files that offer a choice of fixed-front or slide-away doors. A versatile line of custom-combination shelving is also shown along with the many Imperial cabinets.

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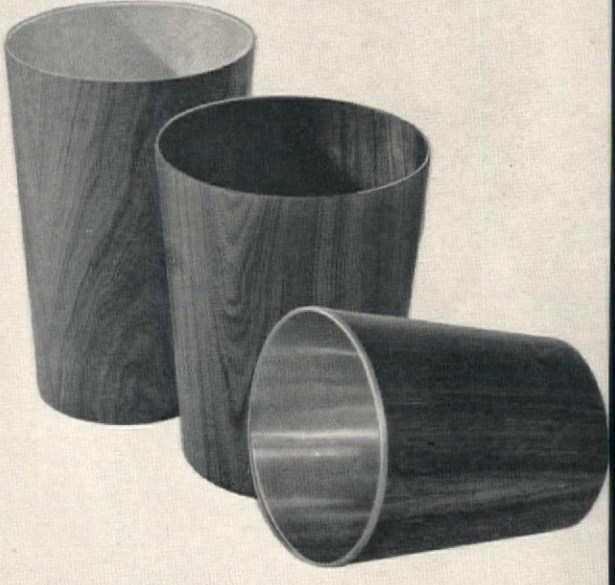
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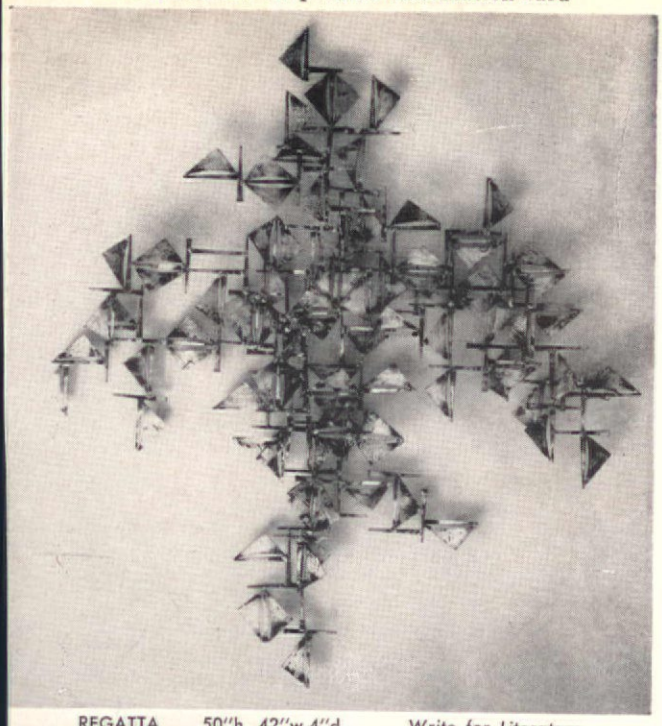
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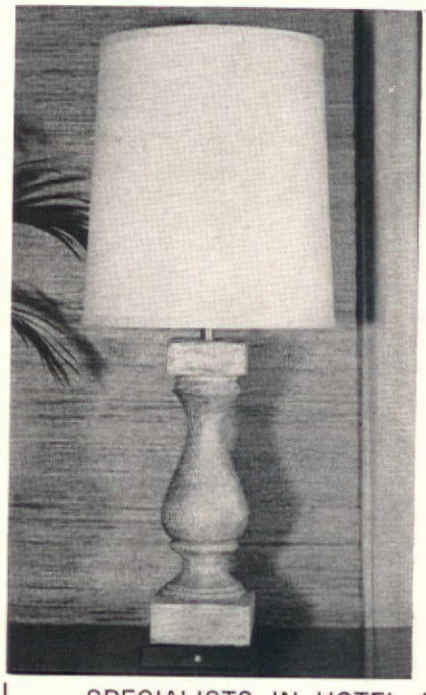
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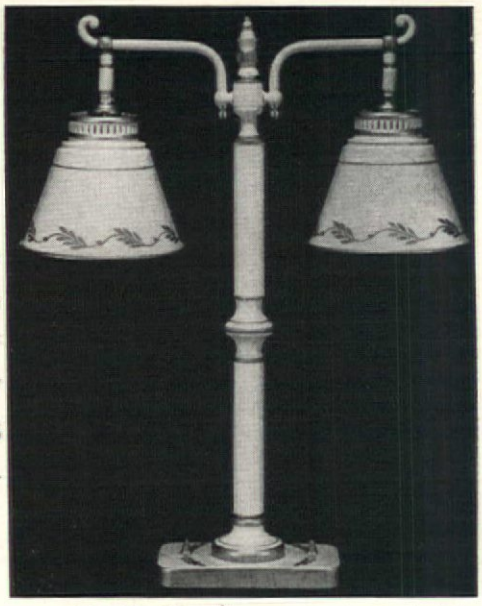
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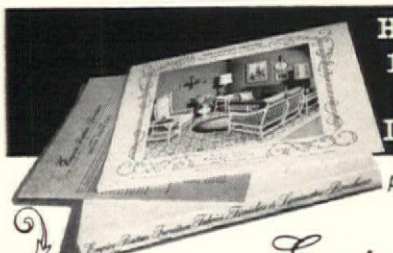
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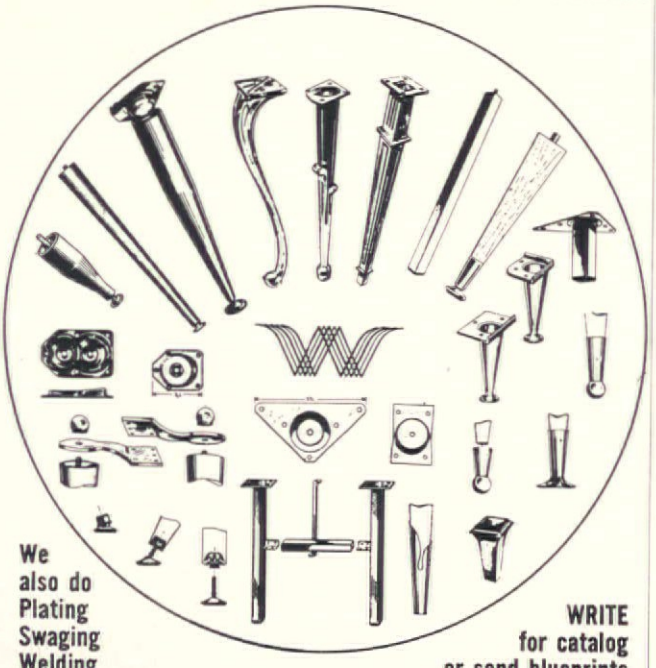
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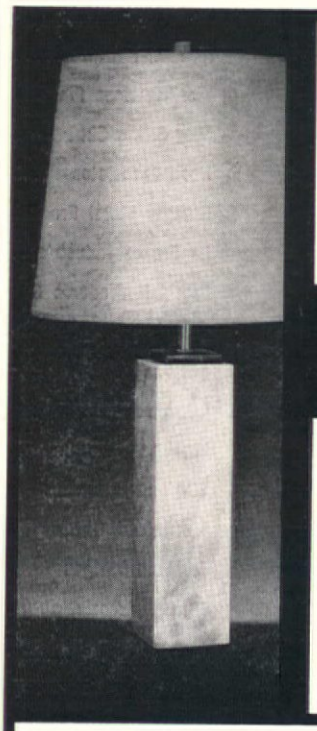
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